

GIVE



THE UNITED WAY

Plain Talks

SEPTEMBER, 1960
GULF STATES UTILITIES COMPANY

IN THIS ISSUE:

- Who Owns Our Company?
- Beaumont Plans Space-Age School
- Why We Support United Fund-Raising Drives



September, 1960

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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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OUR COVER



TO fully understand where our dollars go and how they are used after we donate them to a united fund-raising campaign, we should all visit one of the agencies that will benefit. That's what George A. Roy, of the Port Arthur T & D Department, did. At the Huguen School for Crippled Children in Port Arthur, he made friends with two of the student patients. At left is Sandy Morgan, 10, and seated in the wheel chair is Douglas Jackson, 6. After the visit, George is even more whole-heartedly behind the annual "once-for-all" campaigns now in progress throughout the area our Company serves. On pages 2 through 5 you can read the testimonials of Mr. Roy and other Gulf Staters who took similar trips to see where their gifts were going—and were equally pleased with the results.

Plain Talks

James S. Turner

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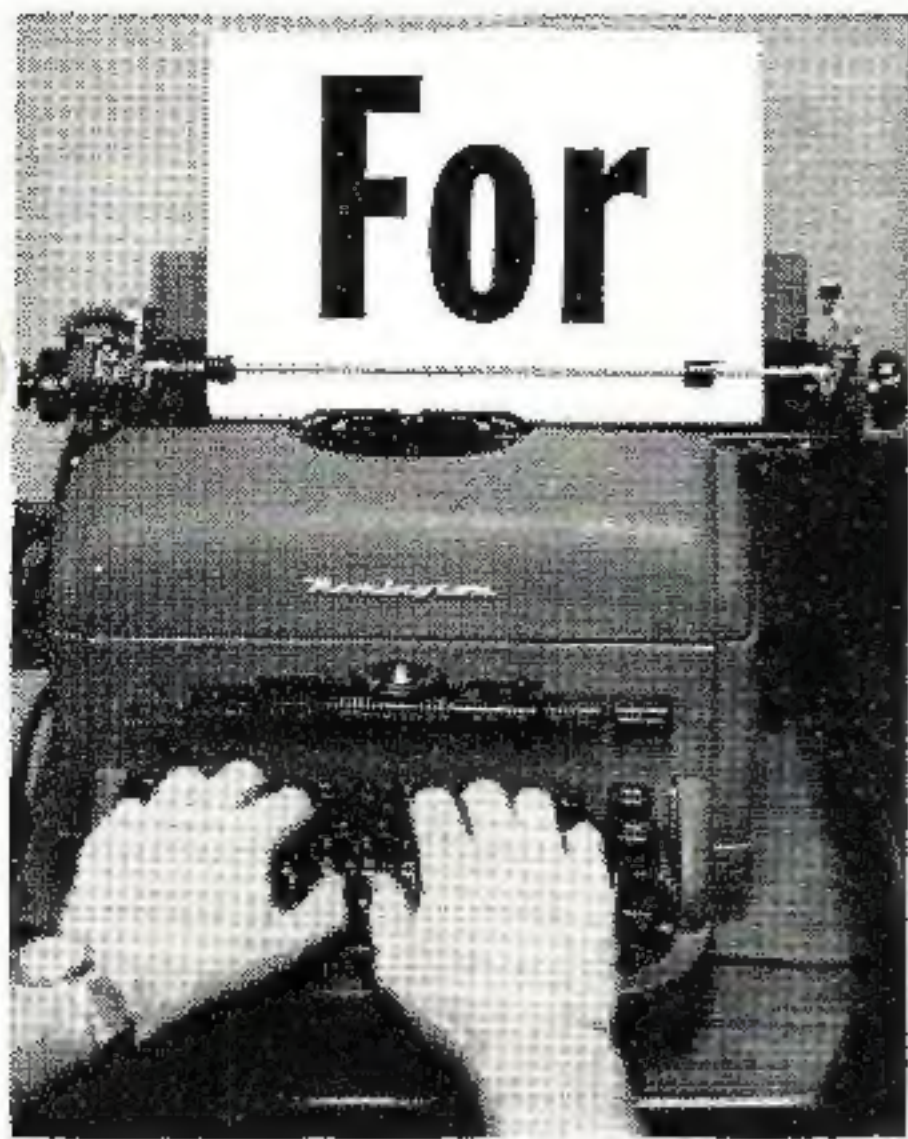
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Your Information...

WHY THE UNITED WAY ?

SEPTEMBER IS a time for beginning. Leaves are beginning to fall. Children are going back to school. Americans everywhere approach their jobs with a little more zest because the fresh cool air of fall is just around the corner.



Mr. Nelson

In America we can help make the fall season a time of beginning for those less fortunate. We can do this by responding generously to the annual call of the united fund raising campaigns in our home towns. Last year Americans gave a combined total of \$455 million to support some 28,000 voluntary health and welfare agencies throughout the nation similar to ours here in our area.

These are impressive figures, and all Americans can be proud that the money was given voluntarily to help the less fortunate. It was not added to their already huge tax burdens, and distributed by some government agency, after the agency had deducted the substantial cost of operating itself.

There are cynics who charge us with giving from habit, from the pressures of society, from the desire for community status, from a feeling of guilt or for insurance against the time when we ourselves might need help. That may be true of some of us, but not many. There's more to it than that.

The habit of kindness does not die easily. It's deeply rooted in the American heritage.

I believe we give because the satisfaction of helping others is unmatched by any other feeling we know. When we sign our pledge cards, we know that our contribution will help a stricken child adjust to a world of pain, bring warmth to the cold years of the lonely aged, help an unwanted baby find a happy home, teach young boys and girls self-reliance and character, and provide funds to help our brilliant scientists conquer the great killer diseases.

We give the United way because we know deep down that this is the best way to keep the people in our towns proud and strong and alive. It makes us feel great.

Chairman of the Board
and President

"MY FAVORITE AGENCY"

12 Gulf Staters Tell Why They

Favor the Health, Welfare and

Character Building Agencies Supported

By United Fund-Raising Campaigns

GULF STATERS this month are casting one eye toward coming kick-offs of united fund-raising campaigns in their communities, and another eye at the various charities that stand to benefit most from the successful money drives.

Like these we interviewed, you probably have a favorite charity, but you enjoy giving to all of them, according to their work, and their financial needs. At least you have the pleasure of knowing that these worthwhile charitable tasks are all being done by us American citizens, who have the will and courage to do these things ourselves.



Miss Boles

ANITA BOLES, home service advisor, Navasota.

"In Navasota, our United Appeals helps support the 4-H clubs in our area.

The funds that are given to the 4-H organization help to send some of the girls and boys to summer camp who otherwise wouldn't be able to go. At this camp, girls get good training in homemaking skills and learn more about the 4-H work. Boys also learn to develop their leadership traits, and learn more about agriculture and animal husbandry. I'm glad that our United Appeals organization helps support this worthy group for children, and that's another reason why I'm proud to donate to the UA."

MRS. THERESA McFARLAND, clerk in the Port Arthur Accounting Department.

"I particularly like the Port Arthur Day Nursery, which helps working mothers by keeping their children while they work. The Day Nursery has facilities for handling up to 50 children, and is located in a modern, air-conditioned building, close to the downtown section. The children who are admitted to the Day Nursery are fed two snacks a day and one well-balanced noon meal—and they can eat all they want. For this, their mothers have to pay a maximum charge of \$1.50 (when both parents work), or \$1.00 when only one parent works. Primarily, it's for working families that can't afford baby sitters, and I believe it does a wonderful job."



Mrs. McFarland

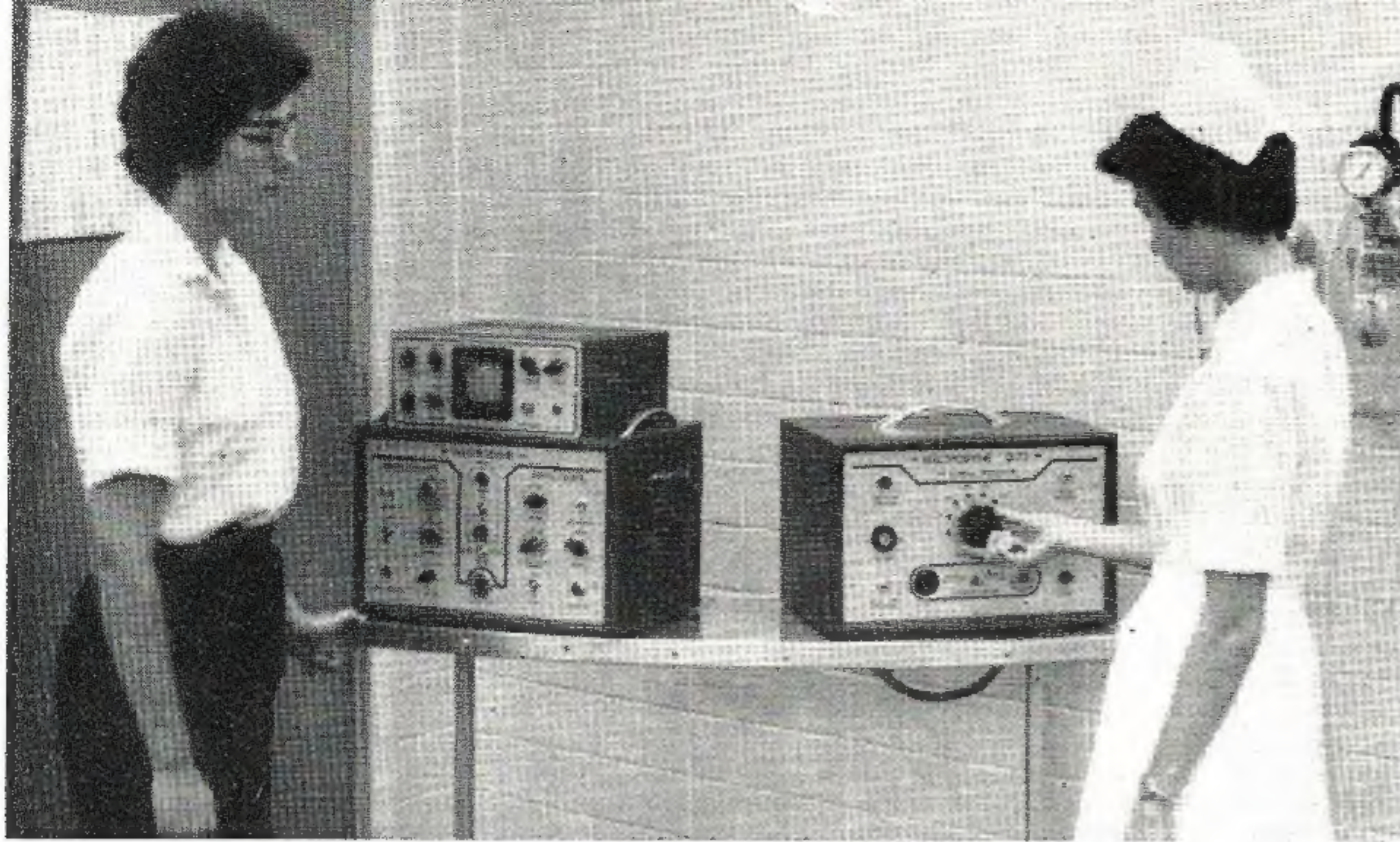
J. R. POOLE, Port Arthur Meter Department.

"My favorite charity is the Salvation Army. I think it's our duty, as American citizens, to help people who don't have ways or means to help themselves, and who don't even have a way of obtaining help except through such an agency as the Salvation Army. The Army is always willing and ready to help the needy in war or peace or in any disaster.

I have seen the Salvation Army at work overseas, when I was in Algiers, North Africa, in the Second World War. They helped serve service men who wanted information and served doughnuts and coffee; made the men feel at home. And right here in Port Arthur, they've done a lot to help people who need help; by putting clothes on the backs of those who are shirtless, and feeding those that are hungry until they can get back on their feet again. Good services like that are part of the reason that I gladly donate to the United Fund every year."

Mr. Poole





...THAT HEARTS MAY BEAT. Ruby Cooper visits the Orange Memorial Hospital and is shown an electrocardioscope and electrodyne,

RUBY COOPER, Accounting Department, Orange.

"I personally like the help that the Heart Association receives in its efforts to find some way to help people affected by heart diseases. I do not think that the Heart Foundation is any more deserving than the other agencies, but I have been brought closer to the tragedies of heart disease by the loss of my father at the early age of 45.

There are thousands that die every

machines which were donated to the hospital by the Heart Association, through money received from donations to the United Fund.

year with heart troubles and a great many of those are quite young and have had much to look forward to. The hope that something can be done for people that are already affected and those who are to come in contact with heart trouble is why I like the Heart Foundation. Although much progress has been made in this field there is yet a lot to be studied and discovered through research and research takes money—a lot of it. That is why I especially like the help the United Fund gives to the Heart Foundation."

WANDA BRADFORD, Engineering Department, Lake Charles.

"Why I donate my Fair Share to United Appeals. I particularly like the Boy's Village, an agency which is supported by UA funds. The Village takes in boys who haven't had the right opportunities in life, who come from broken homes, and gives them a place to live, friendship, and the feeling

that someone cares for them.

They live in good clean surroundings, work on a farm, raise what they eat, and have cows and horses. These boys learn a trade, and learn how to live peacefully in our society at Boys Village, and that's why I'm happy to help support this agency and all the other worthwhile agencies in the United Appeals."

Miss Bradford



TOM WAGNON, residential sales representative, Lake Charles.

"As a National Guardsman, I worked alongside the Red Cross when Hurricane Audrey smashed into Cameron in 1957. The Red Cross workers were there the same night the storm hit and I saw what a wonderful job they did.

They furnished free milk and sandwiches to all evacuees, and also to us Guardsmen and volunteer workers, and supplied gasoline for outboard motors that were helping evacuate the area.

The Red Cross provided temporary housing at McNeese for refugees from the storm, and found places for those who were homeless and if they couldn't pay rent, the Red Cross paid it for them—without any strings attached.

And to those people who began to rebuild Cameron, they loaned money for long-term payments at extremely low rates. They even furnished shelter for families to live in while they were rebuilding their homes.

We've all heard unfounded or biased rumors about offenses committed under the Red Cross banner, but I've always seen them do only good things for people who need help. In my personal experience, these volunteer workers work efficiently and conscientiously. That's why I'm glad to donate my Fair Share to the United Fund-raising drive in our community, because a good share of that money goes to the support of the Red Cross—and we get it back a hundredfold in the good deeds it does."

Mr. Wagon



CHARLES BORING, salesman, Nava-sota.

"In particular, there are two groups that receive funds from the local UA which I am happy to help support. The first is the Hospital Charities fund, which helps pay hospital bills for people who can't be helped by the Red Cross (because of charter rules), so that they may go to the hospital and receive medical help or surgery. This charity also helps accident victims who are traveling through our area when an accident happens, and who are far from home or friends or help.

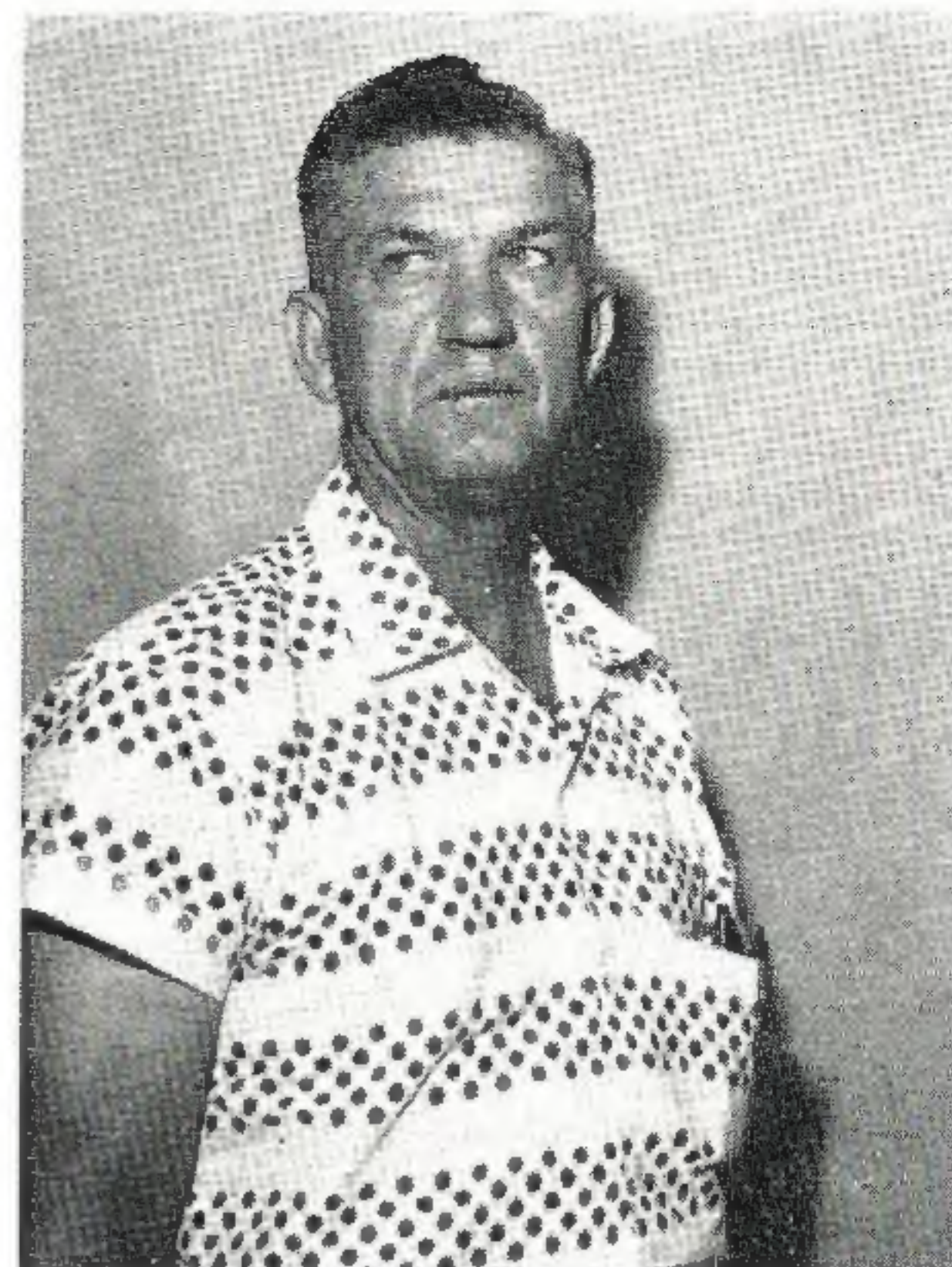
The second part of this charity is the Emergency Fund, which helps individuals or their families in cases where the Red Cross cannot help. If a person is sick, or needs groceries or some medical attention or money to help travelers get where they are going, then the Emergency Fund helps them. For instance, if a family's home burns down, and they aren't insured, then funds from this charity can provide them with groceries and clothing. It's a very worthwhile charity, and I'm glad that our United Appeals organization helps support this with my and your donations."

Mr. Boring at Brazos Hospital



GEORGE ROY, T & D Department Nederland.

"I think the Huguen School for Crippled Children is one of the finest charities that receives financial help through the United Fund Drives. The non-profit Huguen School makes it possible for crippled children who can't attend schools elsewhere to receive the education and training they need in order to grow into worthwhile and contributing members of society. And they have trained specialists there who give physio-therapy treatments to the children, as well as to adults who come in as part of the out-patient clinic. I like to give to the United Fund because it is the most convenient way to give to charitable organizations. It knows the needs of different agencies and how to best allot the money to each."



Mr. Oubre

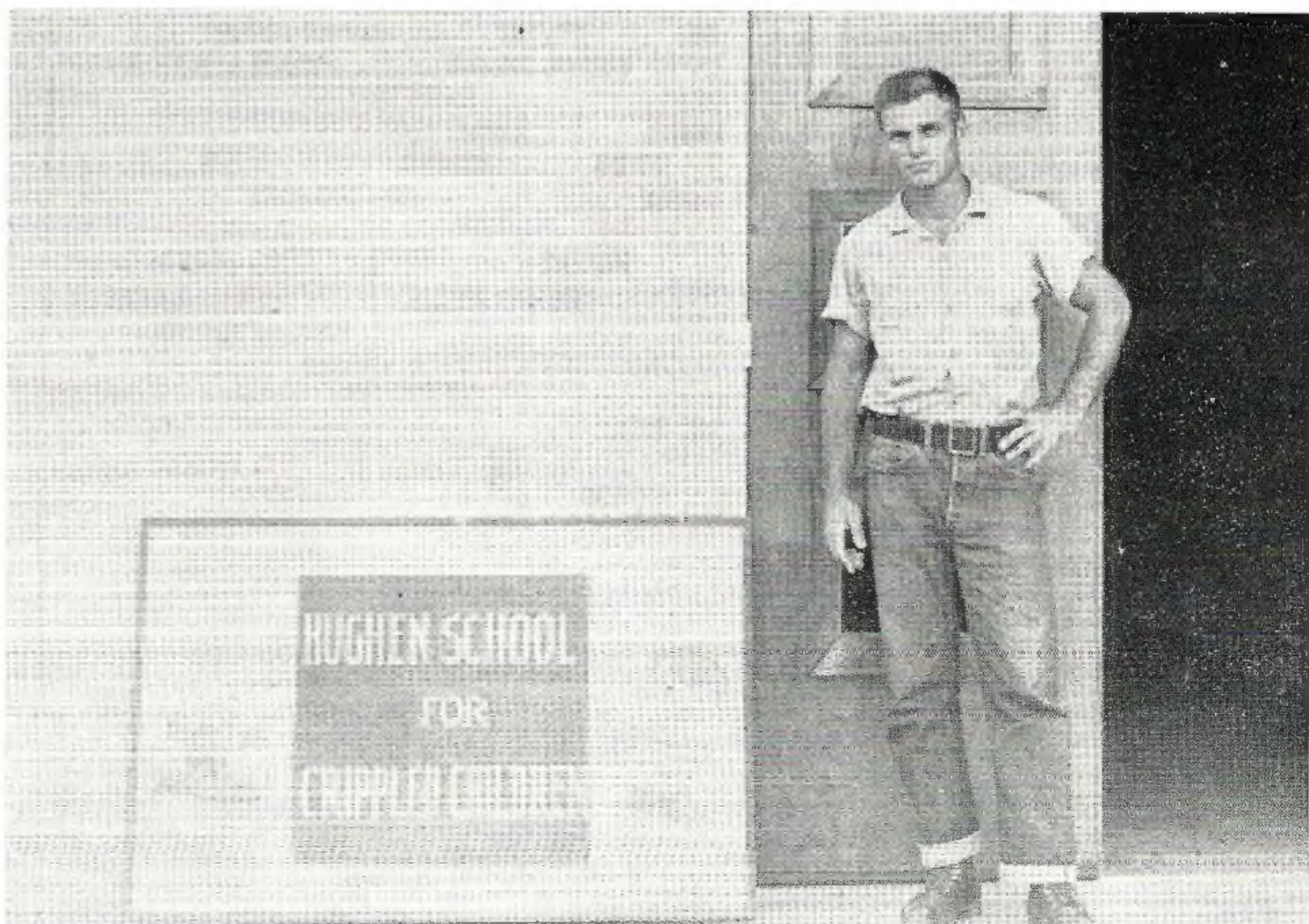
CALVIN OUBRE, Master Repairman, Louisiana Station, Baton Rouge

"When you hear of someone with cancer, the first thing you think of is how long will he live. In cancer research, we have the hope of whipping this great killer. Through our contributions to the United Givers, Cancer Research will eventually find a remedy.

We know of too many cases among fellow employees who have been stricken by this killer. The help of everyone is needed.

By contributing to the Cancer Society, we assist in its three main objectives—(1) Research (2) Education, and (3) Medical Aid and Supplies for Cancer Patients."

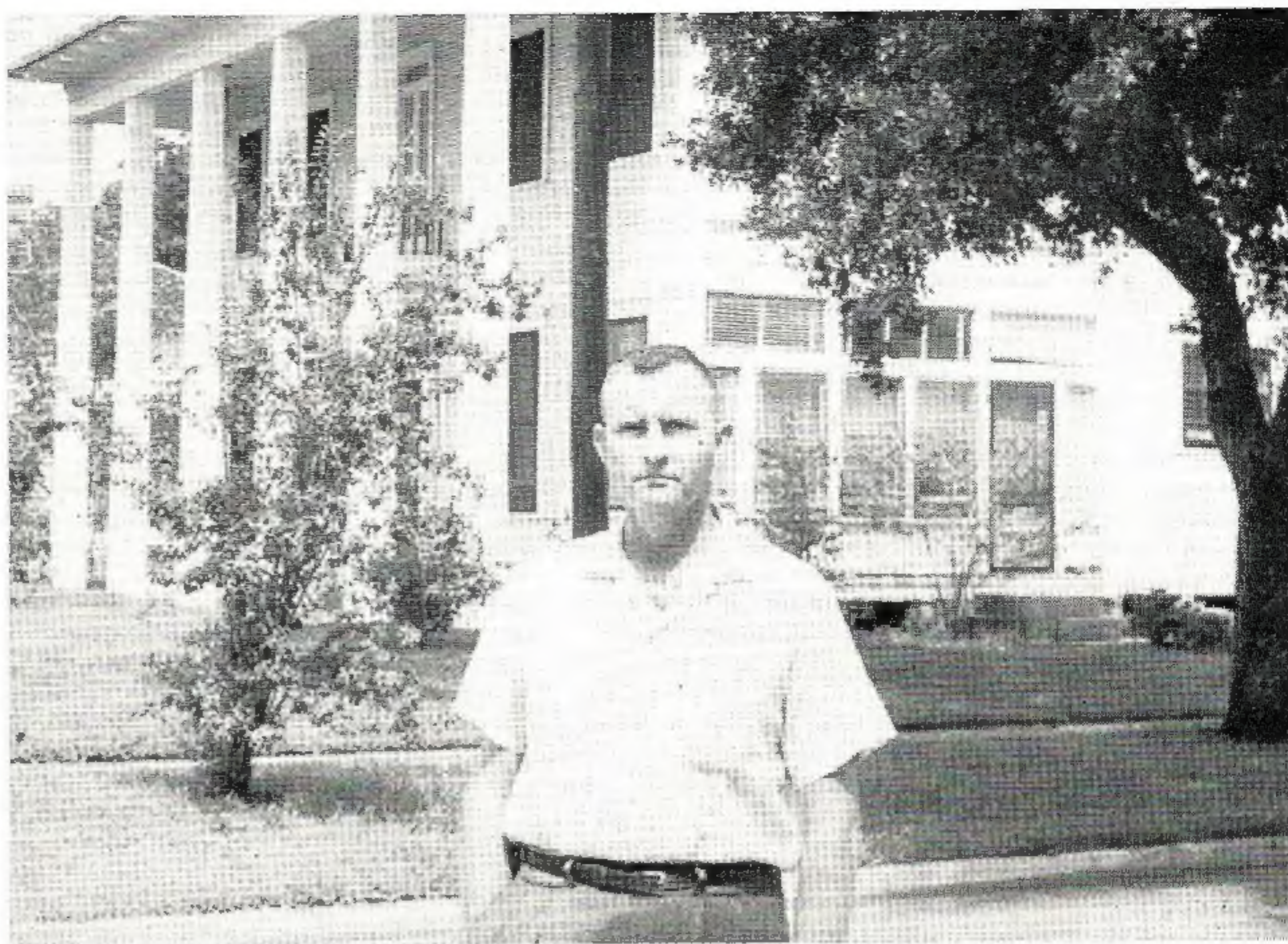
Mr. Roy



STANLEY LEBOUF, Engineering Department, Orange.

"I believe in the United Fund because it provides help for so many with so little inconvenience and expense to each donor.

All of the agencies are very worthwhile, and I do not see how we can possibly do without them. I particularly like to give my share to Girl's Haven, because I have seen the wonderful work done with the children who, through no fault of their own, are dependent on this organization for a proper start in life."



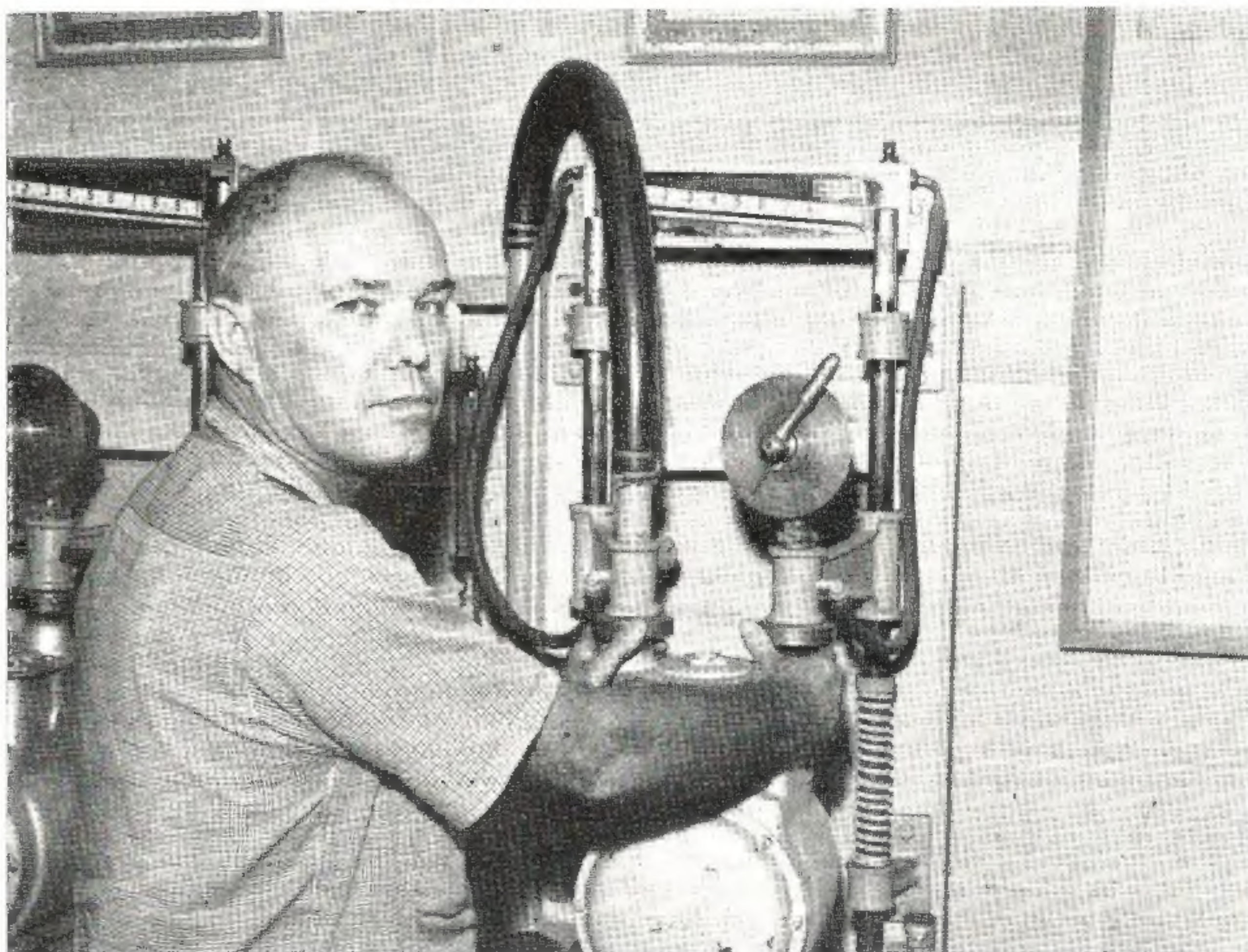
Mr. LeBouef at Girl's Haven.



J. O. McCune poses beside a plaque which the Orange District office received for outstanding citizenship employees of GSU for 1959-60.

JOHN O. McCUNE, JR., Residential sales representative, Sr., Orange.

"I believe in the saying, "You are your brother's keeper", and we who are more fortunate should help our fellow man. The United Fund gives me the opportunity to do this all at one time. My favorite agency, if I have a favorite, is the Boy Scouts. Many former Boy Scouts have come to me telling me how scouting has been a great asset to them. Through scout training, boys learn to save lives and if just one can be saved, my contributions have paid dividends impossible to measure."



Mr. Carpenter

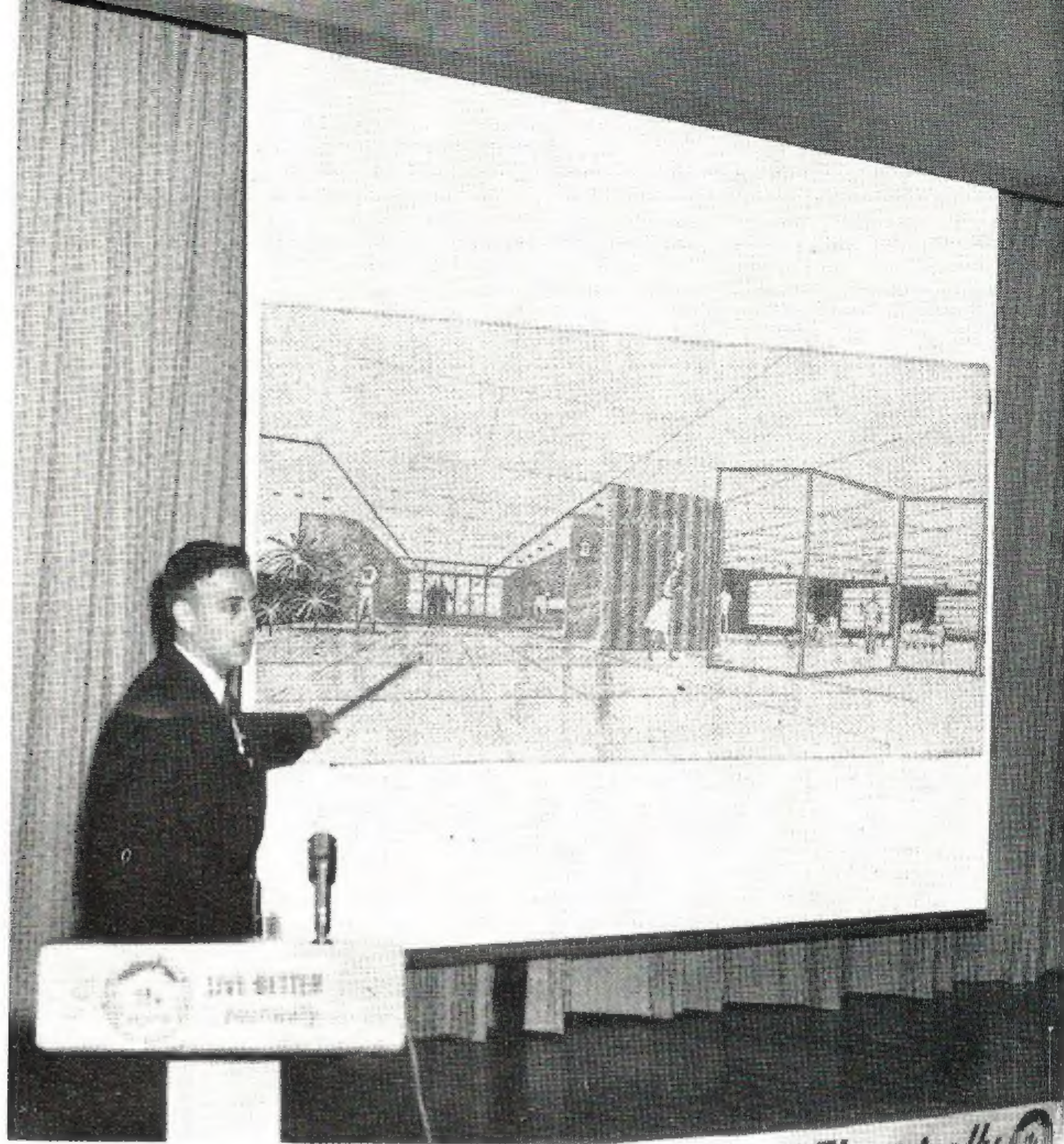
ALLEN W. CARPENTER, Meterman 1st class, Baton Rouge Gas Department

"Gulf States' payroll deduction plan helps me and the community to give Family Counseling Service which preserves family unity among the people who seek their aid.

In every walk of life there are families who need help in understanding and solving their domestic problems. Some need advice as to disciplining their children. Others seek help

through information that will aid them in managing the family income. These and many other problems lead to broken homes, which often result in worse situations. Some families can only afford to pay part of the fee for the counseling service. Other unfortunate families receive the service free.

I am happy to know that my contribution helps to provide this valuable service for the needy of our community."



EXPLAINS EFL. Harry A. Golemon of the architectural-engineering firm of Golemon & Rolfe, Houston, points to an artist's conception of the 20-foot-wide corridors in South Park's new high

school, to be completed by September, 1961. The School, labelled "Environment For Learning," was described by members of the firm to Company officials in Beaumont.

In Beaumont, Architects Design . . .

"ENVIRONMENT FOR LEARNING" IN PROPOSED SPACE AGE SCHOOL

FOR the next few years professional educators will carefully watch Beaumont, where a bold and imaginative new concept in school buildings will soon begin taking shape.

The ideas behind Beaumont's projected "space-age school," called "Environment for Learning," were presented to our Company's officers and sales people recently by members of the Houston architectural firm of Golemon and Rolfe.

These architects and engineers have developed a challenging new theory in school design, so modern that it has been called "the most revolutionary new school in the United States." The first of its kind

will be built in Beaumont next year for the South Park School District.

"EFL," as it is more commonly called, is a study in school design sponsored by the Carrier Corporation as a public service. Through this study, with its fresh concepts of school planning, considerable interest has been aroused among educators and construction firms across the land and these persons, as well as area residents, will be keeping a close watch on Beaumont's high school for the future as it leaves the drafting board to take its place with the existing educational facilities of the South Park School System.

Among the first students in the nation to attend such a futuristic school will be many children of Gulf Staters residing in the South Park School District. The 1,000 student school, as yet unnamed, will be built on Beaumont's west side and is scheduled to open September, 1961.

Expanding Facilities

Students of this school will attend classes in a large, windowless building that will feature semi-permanent classrooms that can be expanded and contracted as needed. Twenty-four "teaching units" will be located in the center of the 280-by-340 foot rectangular building. These units, for classes of 30 or 40 students, may easily be subdivided for discussion groups of 15 or so students, and the mobile units will be surrounded, around the outside wall, by permanent classrooms. Each classroom will eventually be equipped with closed circuit television, one of tomorrow's methods of instruction.

Four main entrances covered by concrete canopies, each with a glass-walled vestibule, will provide students a place to stand out of the weather while waiting for rides and will also stabilize the interior climate of the building.

The school exhibits 20 foot wide corridors, housing attention-gathering display cases and brightly-patterned, gaily-colored wall panels. The corridor through the center of the building will open on a large science center on one end and an ultra-modern library on the other end.

An "intimate theater" adjoining the library will house small classes in drama and voice. There will also be rooms for band practice, auditions, choral work, language labs, art, bookkeeping, shorthand, typing, domestic science, shop, drafting, mechanical equipment and administrative offices.

A 1,200 seat gymnasium at one side of the center of the building, will rise above the rest of the structure and will actually be two gyms in one - one for boys and one for girls. At one end of the gym will be a student center with its kitchen, a stage, and a mobile, easy-to-move snack bar.

Year-'Round Air Conditioning

Year-'round air conditioning will create a comfortable environment for the most efficient teaching and learning, regardless of the weather outside. While schools of the contemporary trend ramble over a campus so that each classroom gets maximum natural light and ventilation, the EFL school will be compact, comfortable, and flexible. The school's simple rectangular shape exposes a minimum of the building's outside surface to the elements and



EXAMINE MODEL. Using a scale model, members of the architectural-engineering firm of Golemon & Rolfe, discuss the futuristic high school with E. L. Robinson, vice president and general sales manager. From left are: Harry A. Golemon, Harry W. Golemon, Dana Price, Mr. Robinson, and Augie Saxe.

is expected to make air conditioning so economical that it will soon pay for itself by reducing school operating costs.

Saves Operating Costs

Golemon & Rolfe conducted an extensive research program to determine the best school building to meet the changing needs of education. Consideration was given the need for an entirely new order of educational productivity that could be contributed by the school structure. In this program, Golemon & Rolfe compared their Bellaire High School in Houston (completed in 1955) with a hypothetical EFL school. It was found that EFL would save about a fifth in first costs and operating costs alone. Through EFL, the architects believe they have found answers to some of the problems most important to educators. These problems include: passing on to pupils a tremendously expanding body of knowledge; attracting and holding highly qualified teachers; operating within a budget that is seldom more than adequate; preparing for the tidal wave of students who will reach secondary school age in the 1960's; and adapting programs, personnel and facilities to new educational methods and techniques as they are developed and approved.

The goal of local educators, in addition to solving these problems with the aid of EFL, is to see that children get the best training possible in return for the years they invest in attending school. These are the reasons so many people across the country will be observing "Beaumont's high school for the space age" as it takes shape.



WHERE YOUR SHARES ARE BOUGHT AND SOLD. The trading floor of the New York Stock Exchange, where the buy and sell orders of

investors are executed. At each trading post, the specialist in a particular stock brings together buyers and sellers in an orderly market.

It's Good Business To Invest In America

YOU -- AND THE STOCK EXCHANGE

IF you are buying shares of Gulf States' stock, either through the Thrift Plan or on your own, you are involved in the scene of apparent confusion above.

For this is the trading floor of the New York Stock Exchange where the pulse of America's great Free Enterprise System is recorded daily - a pulse which speeds up or slows down much the same as your own circulatory system, according to your bodily actions. And when you purchase shares of our Company's Preferred or Common Stocks, no matter how small your purchase, you cause a ripple in the ownership activity of the nation's great corporations. The scene above is one of the market places where

ownership in American business is constantly bought and sold.

Here, in an area roughly half the size of a football field, some 2,000 men work daily to carry out the wishes and desires of America's 12 million investors.

Housed in the 17-story Exchange Building in the heart of New York City's financial district, this is the market place for shares of 1,116 of the nation's biggest and best-known corporations. (Our Company, which is listed on the "big boards" of both the New York Stock Exchange and the Midwest Stock Exchange in Chicago, now ranks 47th in assets among America's electric utilities according to a recent survey by Fortune Magazine.)

The history of the stock market is one of glamour and intrigue. Entwined in its story are the men and events that shaped the course of history of the United States. Explorations, inventions, earthquakes, wars and even heart attacks have all left imprints on the ticker tape which measures the thinking and reactions of investors to economic conditions.

Market Began in 1792

The market began with two dozen men who met regularly under a buttonwood tree in lower New York to deal in government bonds. In 1792 they agreed to trade amongst themselves and charge their customers a

Who Owns Gulf States ?

ABOUT 3,800,000 people own the stock of the 460 investor-owned electric utilities in the United States. These are the **direct** owners of companies like Gulf States which has 17,500 direct owners located throughout the 50 states and several foreign countries. American Telephone and Telegraph holds top spot with a total of over 1,700,000 shareholders.

But there are millions of others who have a very great financial interest in these companies. These are people who own life insurance policies, who have money deposited in savings banks, or who are members of pension plans or savings plans.

A large percentage of all of the money invested in America's electric, gas, water and communications facilities has been obtained by borrowing from investors. About one-third of this outstanding debt has been borrowed from the nation's life insurance companies. Well over half of the \$16 billion invested for the 124 million persons who hold life insurance policies is in electric companies'

securities. Why just in Gulf States alone, 109 insurance companies own over 800,000 shares of our Common Stock!

In addition, there are more than 22 million persons with money in the savings banks of the nation - and many of these banks have substantial investments in Gulf States' securities.

Millions of workers whose major support in their old age will come from pension funds, and the beneficiaries of trust funds of all kinds, also have a big interest in Gulf States, because these trust funds hold substantial amounts of our securities.

Hundreds of employees of our Company own Gulf States stock indirectly through the Thrift Plan.

The \$350 million that has been invested in securities of our Company represents a portion of the savings of millions of Americans who have put money into insurance policies, pension plans, savings plans and savings banks, as well as as those persons who have invested directly in the Company.

fixed commission. From this grew the Exchange that now boasts 1,366 members and employs an equal number of people to run it. The following year, the Exchange moved indoors to the Tontine Coffee House and has remained under a roof ever since, occupying its present site in 1865.

An event of great impact on the Exchange occurred in 1829 when the Baltimore and Ohio became the first railroad to incorporate. For the first time, industry turned to the investor for financing. The rise of the large investor class had begun.

The market, previously limited to trading in canal and toll-road securities, now served as the means to feed the insatiable appetite of railroads and other industries for capital.

The era introduced shrewd and brilliant men, like Vanderbilt, to the market. Not all, however, were above dubious methods. By manipulating stocks, Jim Fisk, Jay Gould and Daniel Drew combined to reap a fortune. In the process, they ruined a railroad and caused the panic thereafter known as the "black Friday of 1869."

The era also brought Henry Varnum

Poor who, after helping to build railroads in Maine, became a financial editor dedicated to informing the investor. Today an army of researchers, statisticians and writers follow in his footsteps, many from Standard and Poor's Corporation, of which he was the founder.

Exchanges Have Changed

The Exchange of the 1800's bore little resemblance to today's crowded trading floor. Members sat once a day while a list of the stocks was read. In 1871 the roll call gave way to the continuous trading currently practiced. The chairs also vanished, but the name "seat" remains to designate membership.

Author and broker, Louis Engel, writing about the market in 1957, could state: "Probably no business in the world operates under more stringent regulation or with a stricter code of ethics - all designed for the protection of buyers and sellers."

This wasn't always the case. Until the early 1900's, the market was considered the private area of the "big boys." Tradition held that Wall Street

operations were a private game of chance where anything went.

By the 1920's the market was the playground of the public. Millions of shares could be bought on margin - with only a fraction of the purchase price paid in cash. Bellboys vied with tycoons in building financial empires, created mainly of paper.

Warnings of experts, such as Freeman Putney of Poor's, went unheeded, and in October, 1929, the bubble burst.

Market Activities Are Regulated

As a result Federal and state governments imposed a host of corrective and regulatory laws. The Securities and Exchange Commission follows market activities closely today and the Federal Reserve Board oversees margin buying.

The Exchange also used the 30's to clean house. Purchase of a seat, a practice begun in 1865, now entails careful screening by the Exchange's Board of Governors. These seats, extremely valuable because only members are allowed on the trading floors to represent investors, currently sell for about \$160,000 apiece, compared with the original price of \$6,750. If you think this is high, consider the \$625,000 paid in 1929 for membership.

Subject to similar scrutiny are all companies who wish to list securities on the big board. Prerequisites are minimum net earnings of \$1,000,000, minimum of 400,000 shares of common stock outstanding, and a minimum of 1,500 shareholders.

In the present market, the investor is dominant, with the speculator, usually an informed professional, relegated to a minor but vital role. One out of eight adult Americans owns stock in one or more publicly-held companies, compared to one in sixteen in 1952. A far cry from tycoons of the past, these investors have an average income of \$7,000 a year.

Despite changes, the market clings to old customs and language. "Bulls" expect stocks to go up; "Bears" expect them to go down. The terms trace back to days when manipulators forced the market in the direction they wished and treated their victims as did their animal counterparts, tossing them up or crushing them down.

No matter what the changes, would-be millionaires and ordinary investors continue to approach the market with the same old question - "Is it going up or down?" No answer has ever topped J. P. Morgan's, "It will fluctuate."

Can You
Stations By

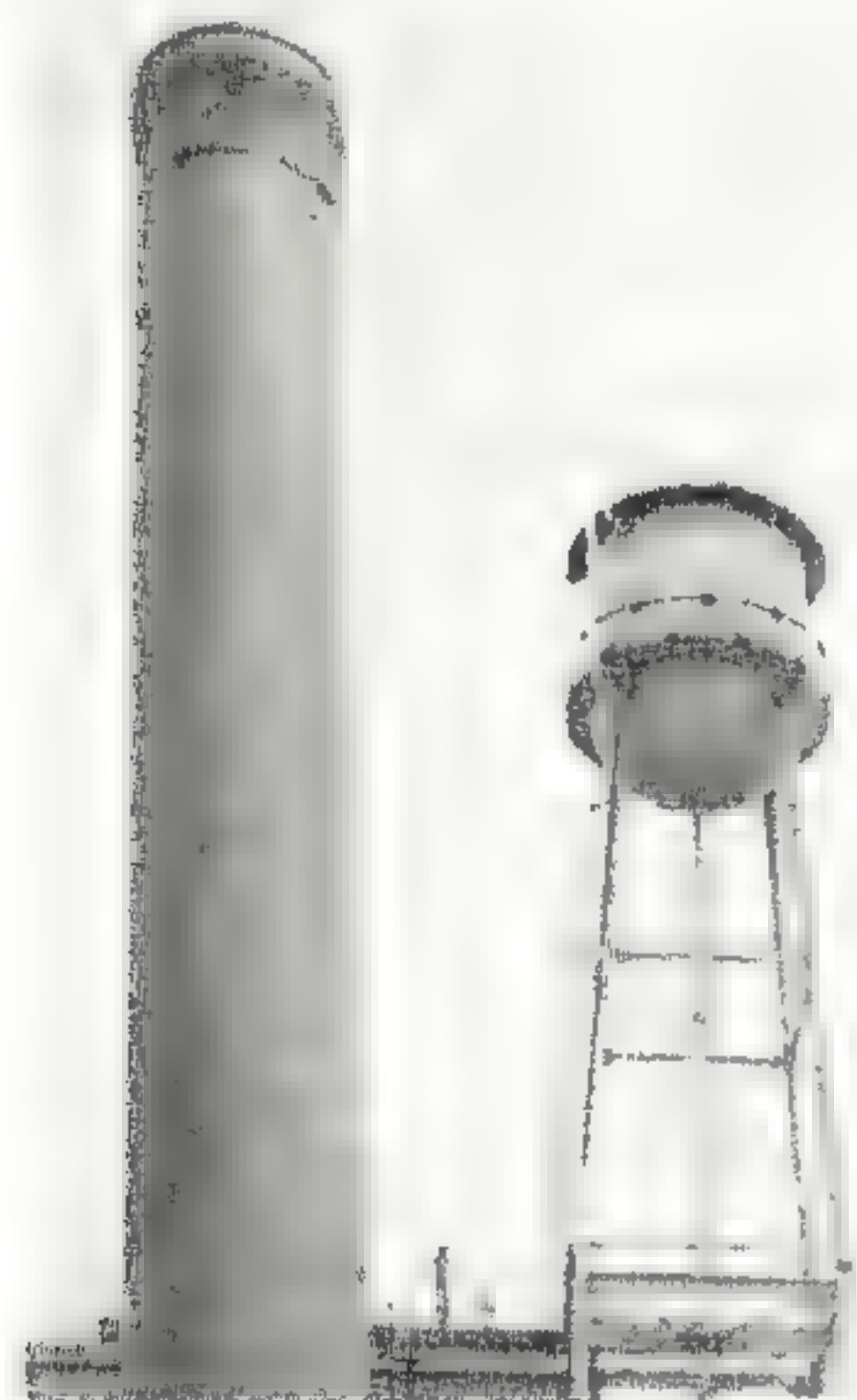


“Eyedentify” Our
Their STACKS?

HERE'S a quick quiz to test your “recognize-ability” of some important Company installations. See if you can identify each of five of our Company's electric generating stations (Louisiana, Nelson, Neches, Riverside and Willow Glen) by its number of stacks. The young ladies are added for sweetening, of course, but if you can identify them,

you'll probably place the station, because they work in that area.

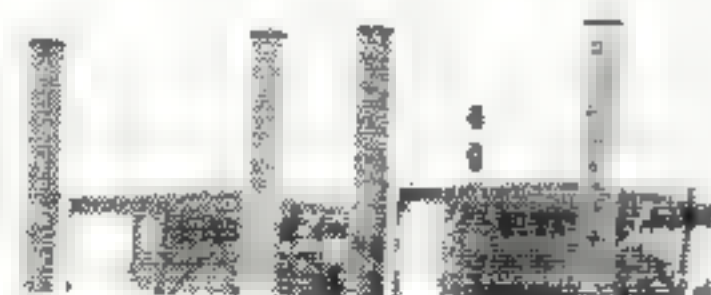
Names of the charmers and their stations are upside down on the opposite page. But don't peek until you've guessed at all five; okay? If you square-shoot a perfect score, let us know.

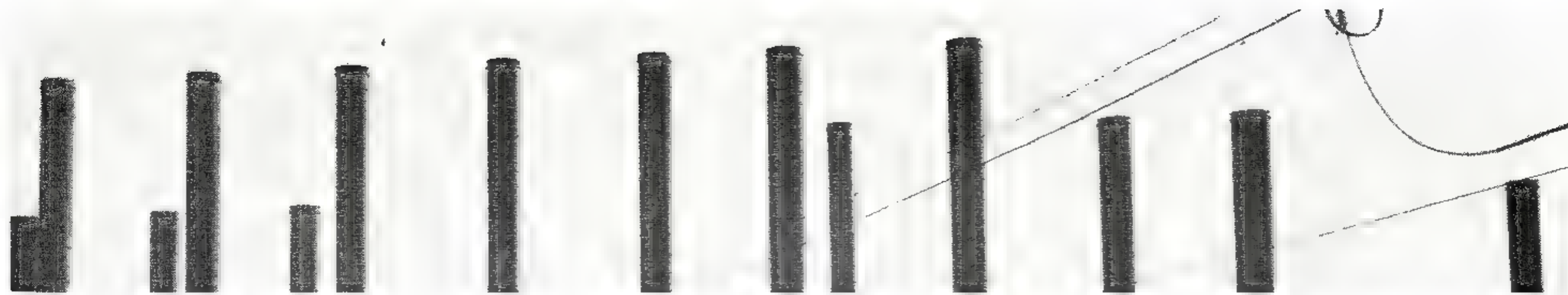


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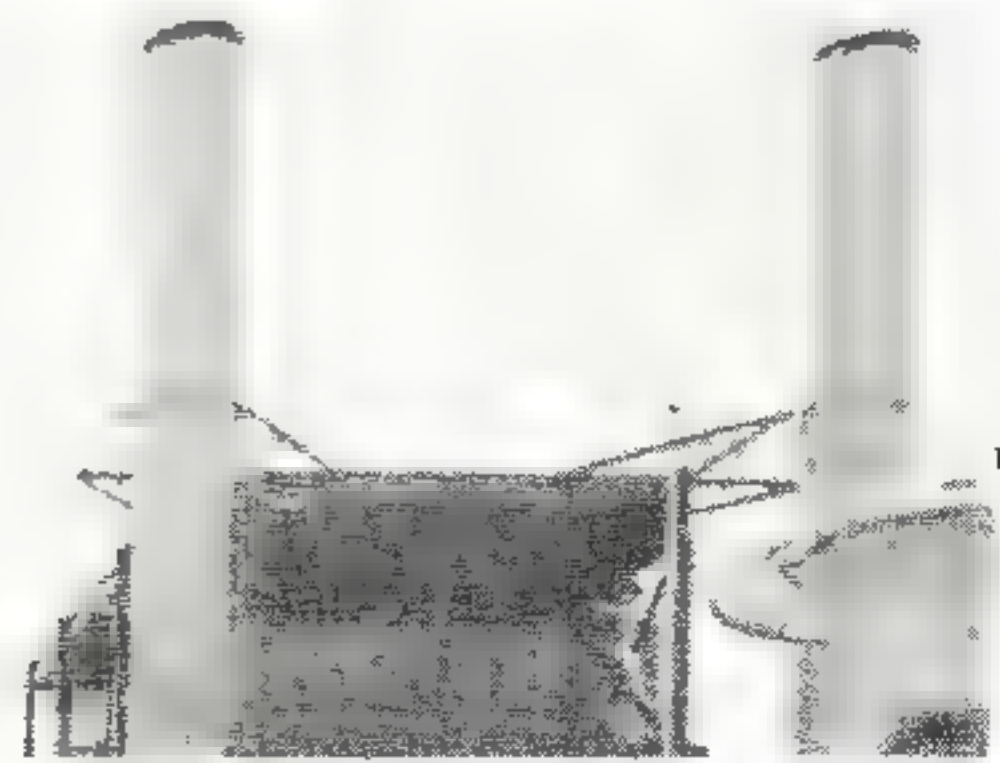


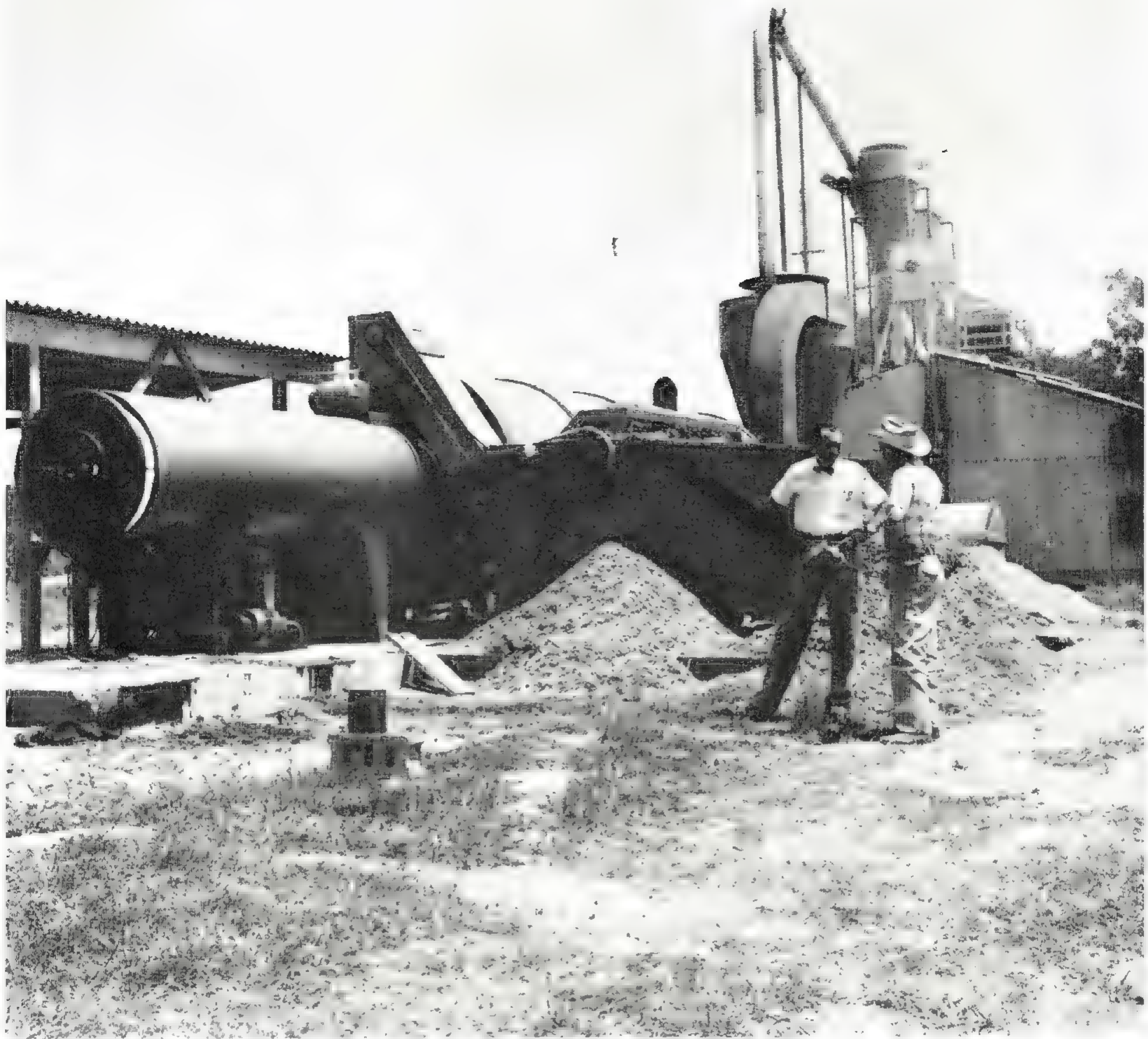
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ANSWERS

1. RIVERSIDE STATION at Lake Charles, with Alice Hall, station reporter.
2. NECHES STATION, in Beaumont, with Hazel Johnson, station reporter.
3. LOUISIANA STATION, in Baton Rouge, with Sue Smith, departmental clerk.
4. WILLOW GLEN STATION, in Baton Rouge, with Carolyn Tircuit, customer accounting clerk.
5. ROY S. NELSON STATION, in Lake Charles, with Dora Ann Marcantel, station reporter.

5.





Meanwhile, Down On St. Francisville's Marydale Farm . . .

ELECTRICITY HELPS COWS EAT "HIGH on the HOG"

MARYDALE FARM, located near St. Francisville, Louisiana, is noted throughout Louisiana livestock circles for its quality, purebred Angus cattle. But this modern livestock farm may soon become equally well known around St. Francisville as a producer of choice pelletized feed.

Explains J. D. Morrow, manager of Marydale Farm, "We recently installed a Heil Dehydrator and California Pellet Mill for use in realizing

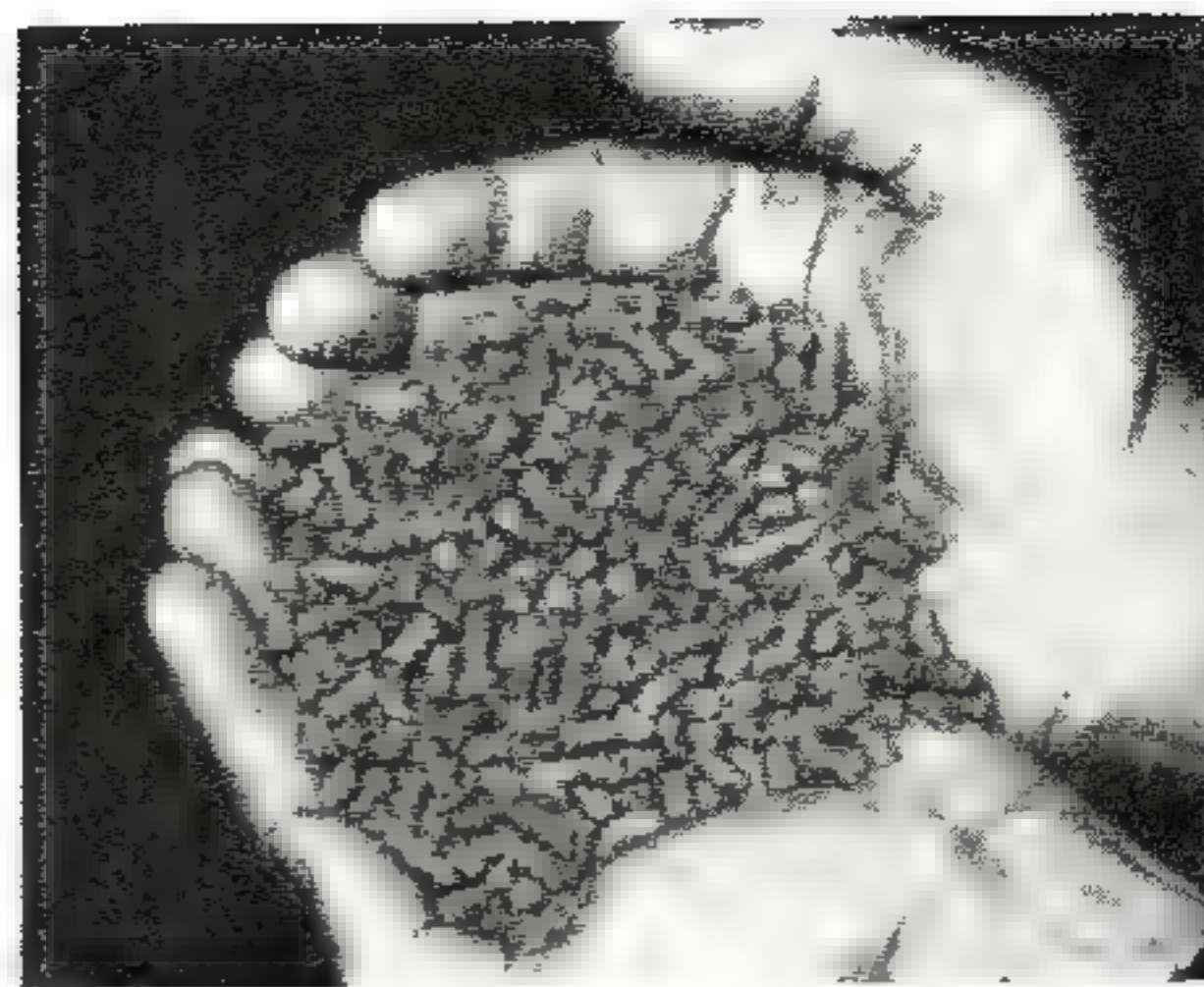
maximum usage of nutrients from farm produced feeds. In our pelletizing process, forage and pasture crops are clipped, dehydrated, and compressed into small pellets about 3/16 of an inch in diameter and 3/4 of an inch long." Although pelletizing is not new, it's unusual to find the process in use on an individual farm since most pelletizing operations are commercial concerns.

While production of registered beef cattle is the

DESCRIBES FEED MILL. J. D. Morrow, manager of Marydale Farm, St. Francisville, Louisiana, explains the operation of the farm's dehydrating and pelletizing equipment to Dick Krouse, area development engineer in Baton Rouge. In the foreground are the burner, unloading conveyor, and the revolving drum of the dehydrator. The pellet mill is housed in the building in the background.

PELLETIZED FEED.

Hands at right hold samples of the pelletized feed which is produced by Marydale Farm's new electrically powered dehydrator and pelletizing machine.



principal commodity of the 3,500 acre farm in the picturesque Louisiana hill country, numerous pasture and forage crops are also produced to feed the 600 head herd.

"Our major crops are alyce clover, milo, sorghum alnum, cattail millet, oats, vetch, and improved native pasture," Mr. Morrow added. "After World War II, we utilized a number of upright silos for silage feeding which was supplemented with hay. We recently decided to pelletize our forage crops to save more of the vitamins and minerals contained in those crops for actual cattle consumption."

Dick Krouse, area development engineer with Gulf States Utilities Company, Baton Rouge, helped Mr. Morrow determine how electricity could best be utilized to operate the dehydration and pelletizing equipment. Mr. Krouse also assisted in getting electrical service extended to the site selected for the modern feed mill. Over 100 hp of numerous electric motors of various sizes are used in the farm's dehydration and pelletizing operation.

Operation Explained

At Marydale Farm, forage crops are mowed and picked up with a forage harvester. As the harvester mows, it blows the clippings into automatic unloading trailers which are towed alongside the harvester as it goes over the field. These trailers haul the clippings to the dehydrator and empty them into a conveyor, unloading automatically. The conveyor empties clippings into the dehydrator's revolving drum.

Heat in the drum is maintained at 325° Fahrenheit and oil is the fuel source. The dehydrator is capable of removing 5,000 pounds of moisture per hour, recovering from a ton to a ton and-a-half of feed.

After pasture clippings have been dehydrated, they are carried by a six-inch auger to an adjoining building which houses the pellet mill. Here the dehydrated clippings are compressed into pellets and loaded into wagons at the rate of a ton of pellets per hour. "Our plans are to put up three or four tons of pelletized feed a year for our use,"

Mr. Morrow said, "and then do custom work for our neighboring farmers and ranchers."

After clippings have been converted to pellets, moisture content is around 10% and all of the vitamins and protein are retained. This is superior to hay production, because moisture content of the cured hay is around 14% and the majority of vitamins and proteins are lost due to leaching during the curing process.

Economy

"We expect to save money on labor and improve our feeding conditions by using our pellet mill," Mr. Morrow continued. "The manpower needed to feed pellets to the cattle will be considerably less than with hay. There have been times in the past when we experienced difficulty with our silage feeding system. Silage would pack in the silos, making it necessary for a man to shovel the silage out of the silo. With these pellets, we won't have that problem since they won't pack as tightly and will flow freely from the silos."

In addition to managing the Farm, Mr. Morrow's annual schedule includes participation in five or six major livestock shows in the South, where he exhibits the herd's show cattle. Marydale Farm was purchased by Lloyd J. Cobb of New Orleans in 1941 and in the intervening years he has built Marydale Farm into an outstanding livestock operation. Many improvements have been made through the years to make this a profitable, self-sustaining concern. In addition to land and building improvements, Mr. Cobb has developed a superb herd of cattle, with Bandolier and Eileenmere being the predominant blood lines developed.

Paralleling these improvements has been the increased application of electricity. The versatile and dependable servant performs many chores, from operating fans used to cool show cattle to compressing the feed they eat.

"Electricity certainly helps us farm easier and more economically," Mr. Morrow concluded. The operators of Marydale Farm believe in the slogan "farming is better - electrically."



Mr. Welch

L. M. Welch Named Operations Manager

PROMOTION of L. M. Welch, former assistant to the executive vice president, Beaumont, to general manager of operations was announced last month.

On September 1, Mr. Welch assumed the responsibilities of George R. Fulton, executive vice president, Beaumont, whose retirement became effective August 31. Mr. Welch was appointed assistant to the executive vice president on June 1, 1960.

A native of Willis, Texas, Mr. Welch was reared in Voth and the Mid-County area and received his education in the Port Neches public schools. An electrical engineering graduate of Texas A & M College, he has been with our Company since 1925, when he joined the Engineering Department in Port Arthur.

He has had experience in all five divisions. He has worked in the Engineering Departments of Beaumont and Port Arthur, as district superintendent in Conroe and in key positions in the Distribution Departments of Port Arthur, Navasota, Lake Charles and Baton Rouge.

He served as operating superintendent in Baton Rouge from 1954 until 1955 when he was transferred to Beaumont as manager of the Beaumont Division. In 1959, he completed the advanced management program at Harvard Business School.

New Treasury Department Assignments Given Three

EFFECTIVE September 1, promotions were announced for three members of the Beaumont Treasury Department, and transfers of positions for two more.

Robert Wynne, Jr. has been promoted from staff accountant in the Statistical Department to administrative assistant in the Corporate and Finance Department. Albert Faggard, formerly administrative assistant in the Accounting Department has been promoted to staff accountant, replacing Mr. Wynne.

Succeeding Mr. Faggard as administrative assistant in General Accounting will be Joseph Fontana, formerly administrative assistant in the Statistical Department. L. C. Maher, former supervisor of Machine Accounting-General Accounting has been transferred to the Systems and Procedures Department as administrative assistant. J. T. Meinscher, formerly assistant supervisor of the Billing Department has been promoted to replace Mr. Maheer as supervisor of Machine Accounting.

Mr. Wynne

A native Beaumont, Mr. Wynn attended Lamar College, and joined our Company in August, 1938 as customer accounts clerk in Beaumont. He progressed through various positions and in 1950 was promoted to senior accountant. He was made supervisor of General Accounting in 1953, and assistant chief clerk in 1954. He was transferred to Statistics in 1956 as administrative assistant, and in 1958, was made staff accountant there, the position he held at the time of his promotion.



Mr. Wynne

Mr. Faggard

Mr. Faggard is a native of Beaumont, and received his BBA in General business from Lamar Tech and University of Texas. He was employed by our Company in January, 1951 as a clerk in the Beaumont General Accounting Department. In 1952, he was made senior accounting clerk. After



Mr. Faggard

Mr. Fontana

Also a native of Beaumont, Mr. Fontana received his BBA in accounting from Lamar Tech and Loyola University, in New Orleans. He was employed in Beaumont General Accounting, as an accounting clerk in June, 1951, and was made senior accounting clerk a year later. In May, 1954, he was made Administrative Assistant in the Statistical Department, the position he held at the time of his transfer to the General Accounting Department.



Mr. Fontana

Mr. Maher

A native of Donaldsonville, Louisiana, Mr. Maher was educated in Beaumont schools and studied various vocational education courses. He joined Gulf States in Beaumont as a meter reader in May, 1925. In November of that year he was made clerk and assistant cashier, and during the next 15 years progressed through various clerical positions in the Beaumont Accounting Department. In 1940, he was made assistant stores auditor, and in 1948, was general clerk. He became accountant in 1949, and administrative assistant a year later. In 1952 he was promoted to tabulating supervisor, and in 1956, was made supervisor of machine accounting, the position he held at the time of his promotion.



Mr. Maher

two years service in the U.S. Army, he returned to Beaumont as a junior accountant in May, 1954, and in November of that year was made administrative assistant in the Accounting Department, the position he held at the time of his promotion.

Mr. Meinscher



Mr. Meinscher

A native of Beaumont, Mr. Meinscher attended Lamar Junior College. He joined Gulf States in 1950 as an accounting clerk in the Beaumont General Accounting Department. He became a clerk in the Stores Department later that year, and an accounting clerk in 1952. In 1953 he left our Company for duty with the U.S. Army, returning in 1955 as an accounting clerk in the IBM Department. In 1957 he became accountant, and in 1958, was named assistant supervisor of the Billing Department, the position he held at the time of his promotion.

United Gifts

Provide Valuable Services

WHAT a grand football schedule the teams in our area have lined up for this year! Some of the best teams in the country will be pitted against our area's college elevens, and we should see our fair share of splendid Saturday TV viewing.

But there's many a Texan and Louisianian who won't be able to enjoy this season's schedule. Not because they don't like football. But because their problems loom so big that there doesn't seem to be much room for the joys of life.

There's a little boy who hasn't walked since birth. . . a little girl whose parents have deserted her. . . a man and his wife, their 12-year marriage strained to the breaking point.

Wouldn't it be wonderful if we could help these people. . . isn't it wonderful that we can!

Our gift to the United fund-raising drives in our communities helps furnish trained personnel to agencies that can help the little boy to walk, give the little girl a foster home full of love and security, assist the man and his wife to overcome their difficulties and save their marriage.

Make your gift big enough to mean something to you. It will mean a hundred times that much to less fortunate folks.



FIRST PLACE WINNER. A Gold Medallion Home brochure, published by the Sabine Area Home Builder's Association in cooperation with our Company, was awarded a first place prize as best brochure of the year at the Beaumont Advertising Club's annual Ad Awards dinner-

meeting June 25. Flo Wenzell, secretary in the Beaumont Sales Department, holds the award-winning brochure. The brochure was designed by Joe Trum Advertising Agency in Beaumont. Mr. Trum is also secretary-treasurer of the Homebuilder's Association.

Port Arthur Employee Retires November 1

PETER W. DeBlanc, Sr., janitor in the Port Arthur Accounting Department will retire November 1 after completing 31 years service to our Company.

A native of St. Martinsville, Louisiana, he came to work for the Company in 1928. All of his service has been in the Port Arthur office. Before coming to work for the Company, he worked as a stevedore and as a laborer in the construction and lumber industries.



P. W. DeBlanc

TAERF Program

Extended Four Years

MR. NELSON, recently announced that the Texas Atomic Energy Research Foundation, of which he is a vice president and director, has extended sponsorship of the nuclear research program at General Dynamics Corporation's General Atomic Division for four additional years.

Gulf States is one of the 11 investor-owned electric utility companies in Texas comprising the membership of the TAERF, which sponsors the world's first and largest privately-financed program aimed at harnessing the H-bomb's tremendous power for the generation of electricity for peaceful purposes.

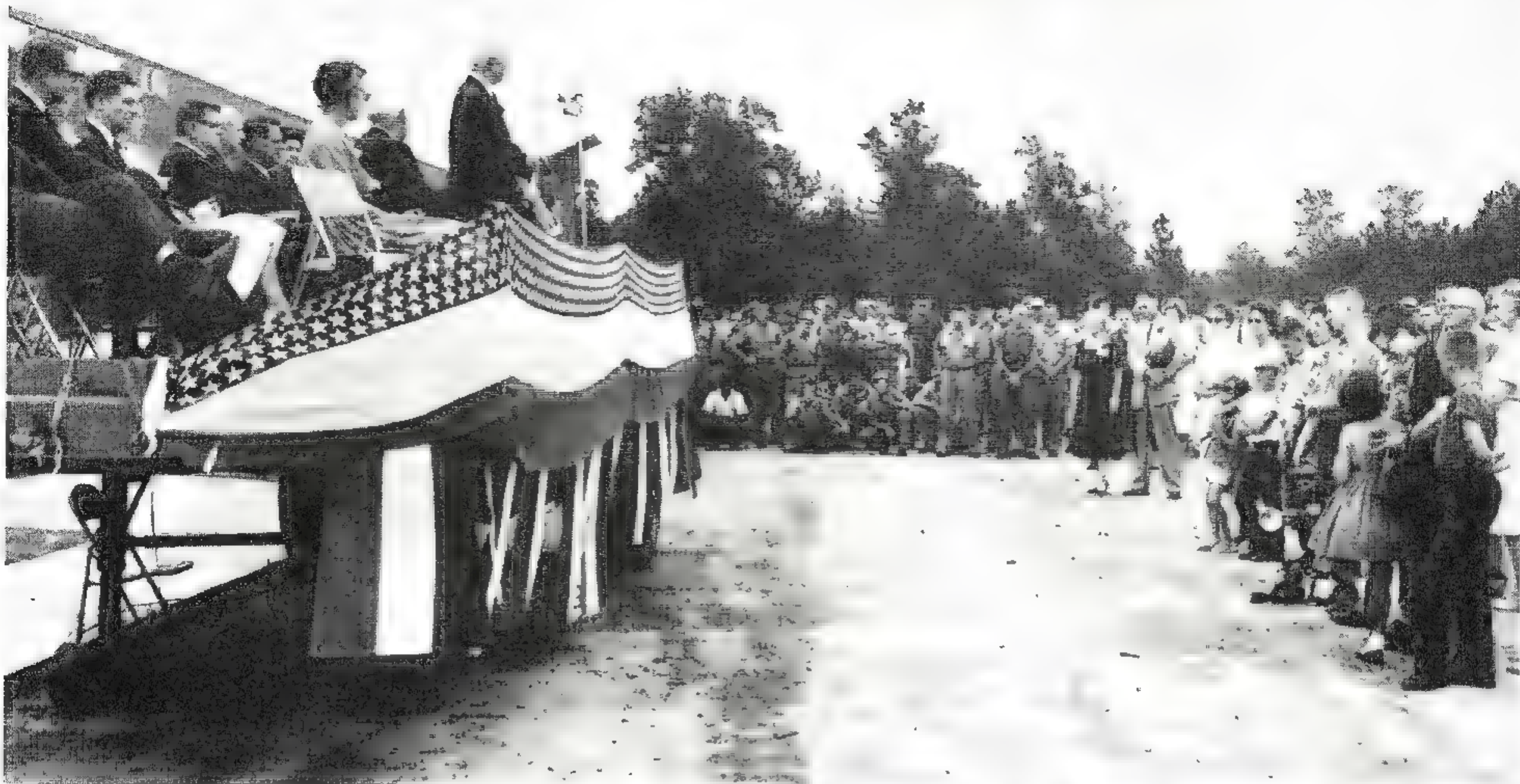
The Foundation has been sponsoring this nuclear research program since 1957 at the laboratories of General Dynamics', and has as its goal the control of the nuclear fusion reaction for power generation. Nuclear fusion is the process responsible for the energy of the sun and stars, and of the hydrogen bomb.

Steam stations can be beautiful as well as economical. Gulf States' Roy S. Nelson Station near West Lake, Louisiana, is a case in point.—

—*Electrical World*



"It's so simple even a husband can operate it!"



DEDICATION CEREMONIES. A crowd of 1,500, including Sparkler employees (seen in background) listened to Sparkler President A. C.

Kracklauer dedicate the plant to the people of Montgomery County, who made it possible for the company to move to Conroe.

Welcome To Conroe . . .

SPARKLER SPARKS INDUSTRIAL GROWTH

"THIS is the greatest day in the world for me," said A. C. Kracklauer, president of Sparkler Manufacturing Company of Conroe, Texas, at the company's grand opening August 12, which made it the latest company to locate in the industrial minded "Miracle City."

During the brief ceremonies preceding the ribbon cutting, the citizens of Conroe were praised for their action in bringing new industries to their town in an address by the Honorable Robert W. Calvert, associate justice of the Supreme Court of Texas. Judge Calvert also welcomed the Sparkler Company to Conroe and Texas, saying: "Everyone will join with us in saying, 'Thanks for coming to Conroe'."

Sparkler is one of the world's largest manufacturers of high quality filtration equipment. The company was founded in 1932 by Mr. Kracklauer in Chicago, where the company continued to expand until the decision was made October 29, 1959, to move its headquarters to Conroe.

The manufacturing and sales units were moved to the new facilities upon completion of construction of the plant early this year. Located on a 15-acre tract at the northern edge of Conroe, the \$350,000 plant was financed by local businessmen who comprise the Montgomery County Industrial Foundation, an organization working actively to bring more

new industries to the Conroe area. (Plain Talks—August.)

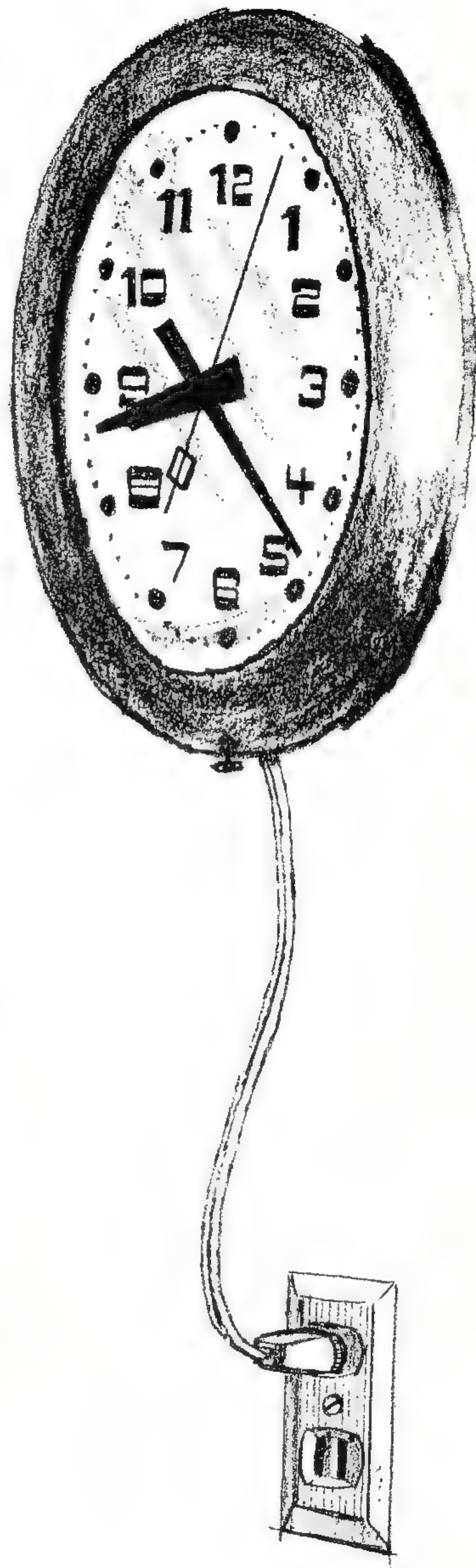
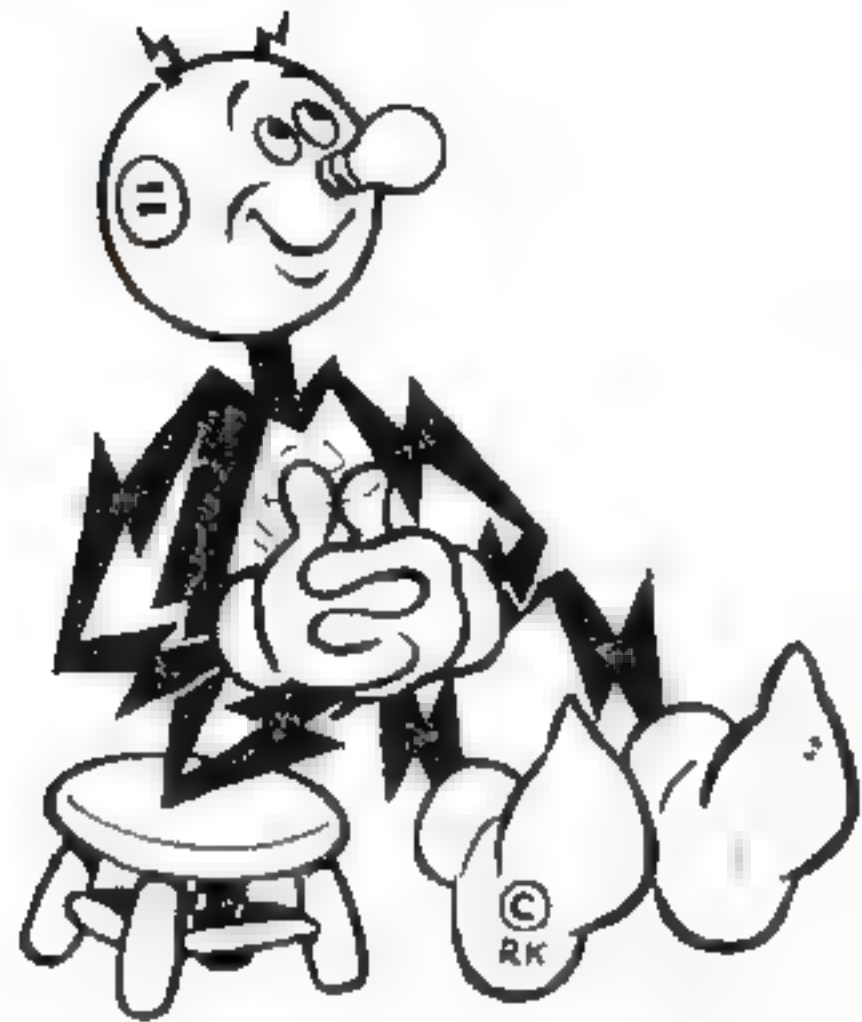
Products manufactured by Sparkler consist primarily of liquid filters and pumps of various types for use in heavy chemical industry, pharmaceutical and fine chemical industries, production of food and beverages, metallurgical manufacturing and many other filters used by industries in the United States and abroad.

"It's with genuine pride, and also with honest and humble thanks to our new friends in Conroe and Montgomery County, that we open the doors of this new factory." Mr. Kracklauer told the approximately 1,500 persons who attended the open house. "These are the people who made our move to Conroe possible—the people who financed this wonderful building we now dedicate."

The Sparkler Manufacturing Company is only one of the many new and expanding industries opening their doors in Conroe and throughout our service area. These industries are being attracted to Southeast Texas and Southwest Louisiana communities through the active and diligent efforts of the citizens, the chamber of commerces, the industrial foundations and the area development engineers of our Company.

REDDY IS A CLOCK WATCHER

by
BOB MONTGOMERY
Advertising Department
Beaumont



NO, Gulf States doesn't exactly sell time. But we do sell the electric power that runs most of the clocks in our area. And since the frequency of electricity must be maintained at precisely 60 cycles per second in order for electrically operated clocks to keep time accurately, we are responsible for supplying electricity at just the right frequency to keep **CORRECT** time.

Correct time is something many of us tend to take for granted, but accurate time-keeping is no chance matter for people working in fields where split-second timing is critical—such as radio and television programming, railroads, communications, airlines, military operations and even missile firing. A few seconds error in time-keeping for people in these fields can cause trouble and complications.

Over 100 electric utility systems, including our Company, jointly check the frequency of the electricity they generate to assure that clocks in the 30 state area they serve keep the most accurate time possible. A constant surveillance is maintained at a power station near Canton, Ohio, to detect any time error caused by minor fluctuations in time. All time corrections made at Canton are checked against the clocks at the Bureau of Standards in Washington, D. C.

These time errors are so slight that the average citizen would never notice

them. The maximum allowable error is only three seconds, but to scientists plotting the course of a space satellite, a difference of a few seconds is critically important. To make their electric service accurate as well as dependable, our Company and the other electric utility systems go to great lengths to keep correct time.

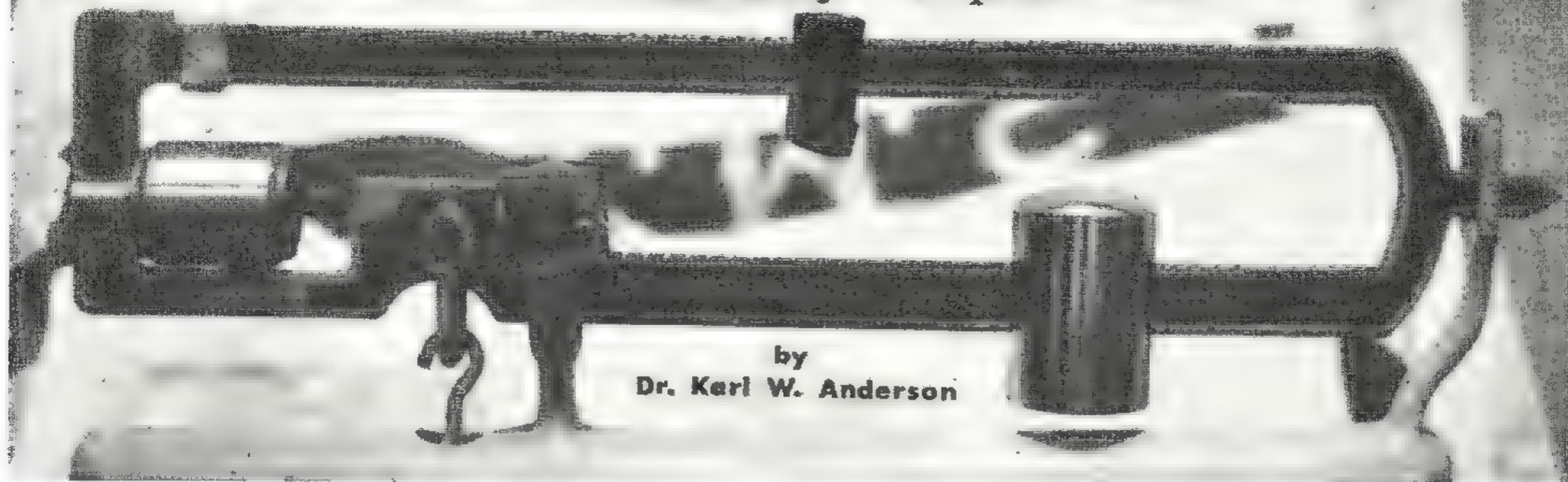
When time errors are detected, the system dispatcher at the monitoring station notifies all utility systems involved to correct for the error by adjusting their generating frequencies a fraction of a cycle per second at a given hour. The Canton dispatcher sets off a chain reaction by notifying the systems most closely interconnected with his system. In turn these utilities notify the systems interconnected with them. This chain reaction continues along a set pattern until all 100 interconnected electric utilities have been notified.

Since all these systems are generating in synchronism, they all move together to correct the small time error throughout the 30 state area.

Even if they aren't space scientists who must worry about seconds, this assurance of correct time means something to our customers. It means that people count on us to bring them the most dependable electric service possible—all the time.

Are You Overweight?

The Answer May Surprise You



by
Dr. Karl W. Anderson

RECENTLY the Society of Actuaries released evidence that even so-called "average" weight is actually shortening the lives of millions of Americans.

If public response to this news is any gauge, not since the launching of Sputnik I have so many citizens been so aroused by a common peril.

Not unnaturally, the reaction of many is for a kind of personal crash program. "What should I quit eating?" and "How can I lose 10 pounds quickly?" are the questions heard everywhere.

The problem of weight control differs with each individual. For most persons there is no "easy recipe" for taking off pounds. But it will be a pleasant surprise to many to learn that getting back to the kind of weight that will prolong your life does not require giving up any particular food.

How To Lose

Not long ago in Philadelphia, Pa., I asked a dozen of the nation's top authorities on arteriosclerosis—hardening of the arteries—how they would recommend taking off 10 pounds in a short time. Invariably their answers were: "By eating smaller portions of the same foods you now enjoy—not exceeding 1,000 calories a day intake."

It is the conviction of these specialists that the 1,000-calorie daily menu will be sufficient for most persons not engaged in hard physical labor and it will virtually guarantee the loss of 10 pounds within three weeks.

That is as quick a weight reduction as should be undertaken by most individuals.

Actually, many attractive menus are available within the 1,000-calorie limit if you prefer to have menus tailored to include your particular food favorites.

See Your Doctor

Your doctor can help you work out the proper portions. His approval should be sought in any event because it is unwise to launch out arbitrarily on any diet.

Having gotten your physician's okay to make sure your proposed diet is properly balanced as to vitamins, minerals and other nutrients, you can check your progress by stepping on a bathroom scale, stripped, before breakfast each day.

Fluctuations of a pound or two over a period of several days are no reason for concern if the trend over a period of days is gradually downward. If it is not, then you are still eating too much, no matter how little you think you are eating.

"Ideal" Weight Is Less

If you will adhere faithfully to the 1,000-calorie diet for three weeks, you're "on your way." The point at which you can resume your optimum diet—whether it be 1,200, 1,600 or 2,000 calories—depends on how many pounds you must lose to reach the "ideal" weight. This, according to the actuarial study, is about 20 pounds less than what was formerly regarded as average weight.

The reward for sticking with it is definitely a longer lease on life. For, as the actuaries' study shows, weight reduction is better late than never.

Of the nearly five million people surveyed, those who were overweight when insured, but were later given standard insurance because of weight reduction, showed an immediate benefit of normal mortality, which continued for at least 10 years.

After that, some of them apparently relapsed and put on weight again, as the mortality for the group as a whole then began to increase.

(This is the first article of a series.)

CHECK YOUR HOME HAZARDS

*By Using This Check-list,
You May Avoid Trouble Later*

A man's house may be his castle, but in too many instances it may also be the scene of accidental tragedy for his family and himself.

In 1958, the National Safety Council estimated that 27,000 people were killed in home accidents. And 4,000,000 men, women and children were injured at home.

Carelessness is usually the reason why someone at home is injured every eight seconds and a death takes place every 19 minutes. If homeowners and their families would follow these few simple rules, the terrible toll of needless death, injury and property loss could be cut to infinitesimal proportions.

1. Don't overload electrical circuits. More than two cords plugged into one outlet constitute a fire threat. Cords should be in good condition, not kinked or frayed. And never yank plugs out of the wall by pulling on the cord—this may loosen the cord from the plug or damage the cord itself.

2. Stairs should be properly lighted and clear. Children's toys on stairways are a real menace to safety.

3. Basements should be cleaned and kept clear of papers, paints, kerosene or other inflammable materials. If your furnace is near a wall, insulate the wall with metal or asbestos lining.

4. Broken glass, razor blades, bottles, tin cans and other sharp waste should be discarded in closed containers.

5. Medicines, insecticides and poisons should be kept in a locked medicine chest—out of reach of small children. Also matches, kitchen knives and tools should be inaccessible to youngsters.

6. Keep a number of flashlights in good running order for emergencies. Life-Lite rechargeable flashlights, which never need conventional dry-cell batteries, provide constant protection against power failures and other night-time emergencies.

7. In the kitchen, keep oven doors closed and pot handles turned in so that children will not be tempted to grasp them. Keep small children away from a range at all times.

8. Smoking in bed causes a large number of home fires—if you feel sleepy and lie down, don't smoke.

9. Forbid children to enter store-rooms or attics and never enter an unlighted storage area without a flashlight.

10. Never touch a radio or any other electrical outlet when in the bathtub or shower. It can mean instant electrocution. And always disconnect your electric iron when you have to answer the phone or doorbell.

If you can observe these simple safety rules, you can cut down the chances of home accidents for yourself and your loved ones. To see how you rate right now, score yourself on this home safety test.

What's Your HOME SAFETY SCORE?

	YES	NO
	(Check One)	
1. Are any of your lamp or appliance cords frayed?
2. Do your children ever leave toys on stairways?
3. Is your basement cleared of paper or old rags?
4. Do you ever discard broken glass or razor blades in open waste baskets?
5. Are medicines, poisons, matches, knives and tools out of reach of young children?
6. Does your wife always turn pot handles toward the range when cooking?
7. Do you ever smoke in bed?
8. Do you have always dependable Life-Lite rechargeable flashlights for night-time emergencies?
9. Do your children ever play in your storeroom or attic?
10. Do you have a radio near your bathtub or shower?



Mr. Hanlon

Company Director

Hanlon Dies

FUNERAL services for Thomas J. Hanlon, Jr., a director of our Company since 1931, were held September 8, at the St. John the Evangelist Catholic Church in Prairieville. Mr. Hanlon died suddenly September 6, shortly after suffering a heart attack.

Mr. Hanlon was chairman of our Board of Directors from 1947 until 1955, when he retired. He had been a director since that time. His association with predecessors of our Company began in 1907, when after receiving his electrical engineering degree from the Lawrence Scientific School of Harvard University, he began his utility career with the Stone & Webster organization.

In 1931, after service in various

parts of the country and in Puerto Rico, he was elected vice president of Engineers Public Service Company, which at that time managed several electric utilities, including our Company. EPS was dissolved in 1947, and Mr. Hanlon, who had been a vice president and director, was elected chairman of the board.

He is survived by Mrs. Hanlon, and two daughters, Mrs. James B. Hodge, Jr., of Tampa, Florida; and Mrs. Gordon Ogden, Jr., of Baton Rouge; and five sons: Martin, David, and Thomas J. Hanlon III, all of Tampa; George Hanlon, of Oklahoma, and Michael Hanlon of Prairieville; three sisters and one brother, all of Boston.

TOP TEN SCORE

Here's a new "top ten" rating—the communities in our service area that rate highest on an average kilowatthours use per home customer basis.

Liberty	4,567
Nederland	4,530
Orange	4,420
Port Neches	4,388
Beaumont	4,344
Lake Charles (dist.)	4,192
Baton Rouge	4,055
Port Arthur	3,930
Sulphur Dist	3,926
Sour Lake	3,783

Funeral Services Held For P. G. Bovard

FUNERAL services for Perry A. Bovard, 54, Baton Rouge Gas Department, were held in Baton Rouge on July 9. Mr. Bovard died July 8 at his residence following a lengthy illness.

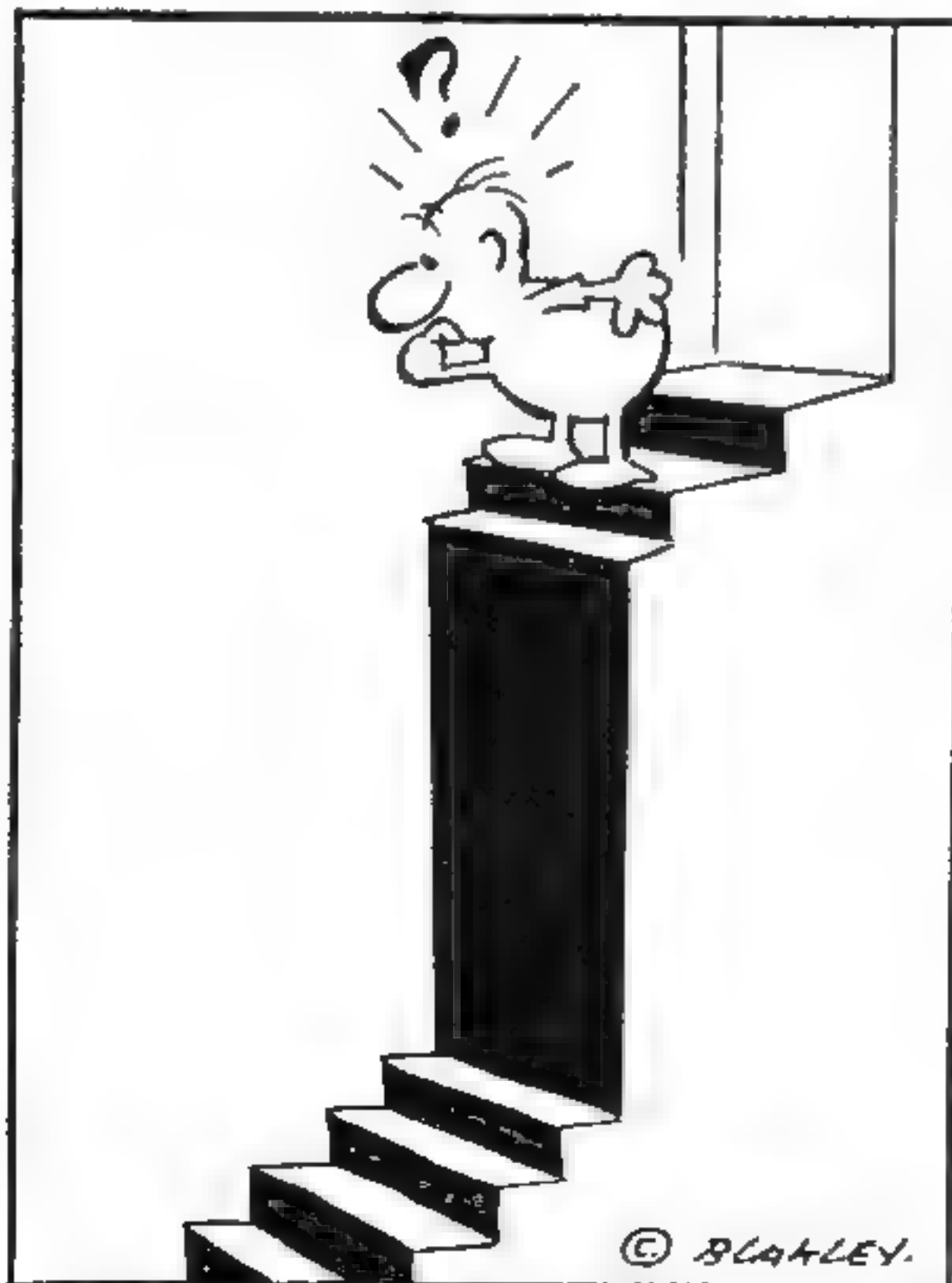
A native of East Baton Rouge Parish, Louisiana, Mr. Bovard came to work for the Company on June 11, 1924 as an assistant stockkeeper in Baton Rouge. He had spent his entire length of service in the Baton Rouge Gas Department. He advanced through various positions to become a meterman first class in 1941.

Mr. Bovard is survived by his wife, Mrs. Florence V. Bovard, and one daughter, Miss Pat Bovard, Baton Rouge.



Mr. Bovard

SAFETY SAYINGS



RULES are simple - Clip out the cartoon and merely write, in your own words, what you think the accident victim should be saying (or thinking). Entry which, in the opinion of the judges, does the best job of selling safety and is most appropriate for the situation, will win \$15. A second prize of \$10 will also be awarded. All regular employees, except those in the Personnel and Advertising Departments, are eligible to enter.

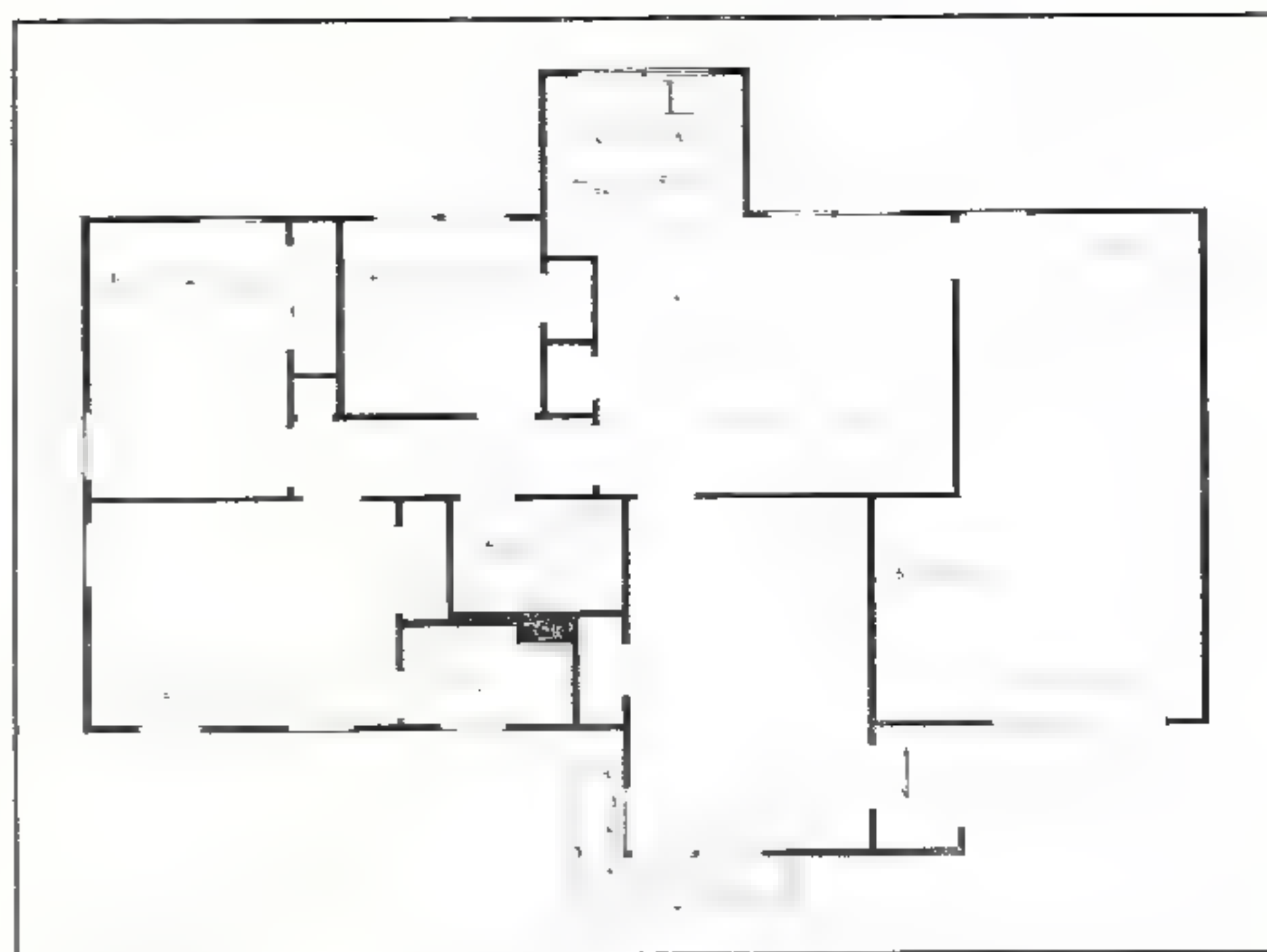
Send your entry for this month's cartoon, pictured at left, to Frank Jones, Safety Department, Beaumont. Deadline for this month is September 31.

BACK in the middle of May, Ray Clausen of the Beaumont Engineering-Planning Section, bought a new home. Now this wasn't just any house; it was a three-bedroom, two-bath Gold Medallion home which had been featured in the Parade of Homes co-sponsored by the Home Builders Association of the Sabine Area and our Company.

The Clausen family had been looking for a house built around a family living area. "The feature that sold us on this house was the arrangement," Mr. Clausen said. "We found what we were looking for in the large kitchen-dining-family room."

All activities of the family (composed of Ray, Sr., his wife, Ann, sons Ray, Jr., 4, Mike, 2, and the new baby, John Donald, born September 3) are centered around this room.

Four elements—color, materials, accessories and electricity—lift this kitchen out of the everyday class into the royal realm of family living. These elements also combine to help Mrs. Clausen adapt a



FLOOR PLAN. Clausen home, named *The Suburbanite* by Beaumont Builder Sandy Brown, has 1,050 square feet of living area in addition to an attached garage with a large utility and storage area.

Beaumont's Ray Clauson And Family Find . . .

"FAMILY LIVING IS BETTER"

. . . In Their Gold Medallion Home.

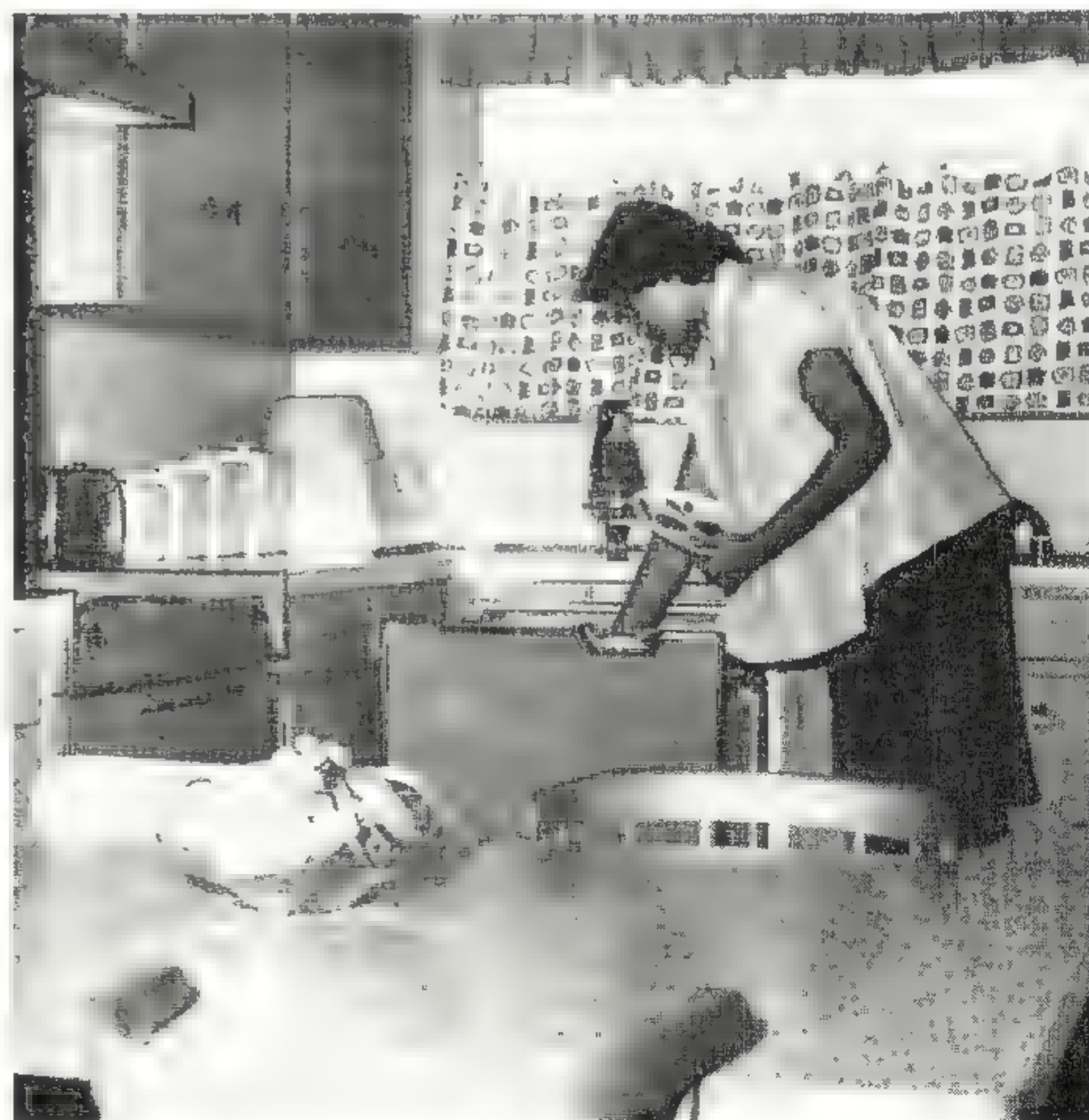
family routine to a working husband and the schedules of three young children. The vinyl floors, paneled walls, built-in General Electric appliances and plastic covered furniture are easy to keep clean.

"The feature I like best in the electric kitchen, is the automatic dishwasher," Mrs. Clausen said. "After supper, I just put the dishes in and forget them. This gives me more time to be with the family before the children have to go to bed."

The home is completely air conditioned all year-round with a two-ton Chrysler heat pump for the health and comfort of the family. "It really makes a difference," said Mr. Clausen. "We never know nor care what the weather is like outside when the heat pump is on."

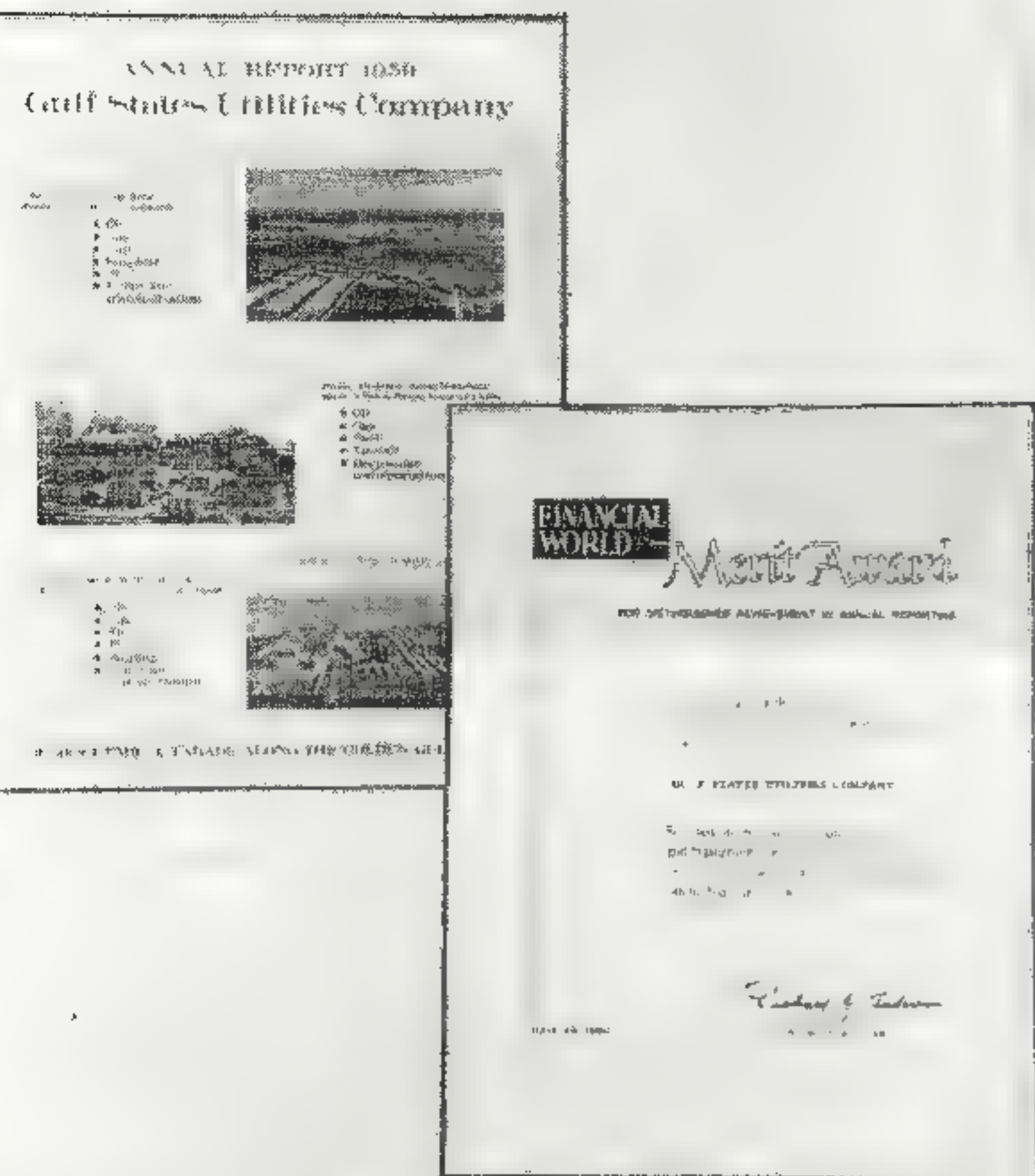
Another excellent and desirable feature is the large quick recovery water heater. "It really heats a lot of water—and quickly," Mrs. Clausen said. "It has to, especially with two boys to bathe several times a day and at least two washers of clothes each day. But I've never been without hot water when I needed it."

Although he has received bills for only three months service, Mr. Clausen estimates his monthly bills average \$27 for this total electric home. "All that, and inexpensive too," he smiled.



ELECTRIC KITCHEN. Although the kitchen work area is compact, it includes a built in range and oven, refrigerator, disposal, and an automatic dishwasher, and yet gives a maximum of cabinet and countertop space, as Mrs. Clausen demonstrates.

Annual Report Wins Merit Award For 10th Year



MERIT AWARD. Our Company's 1959 Annual Report has been selected this year to win the Financial World Merit Award for distinguished achievement in annual reporting. This is the tenth consecutive year our Company has received this recognition.

FOR the tenth consecutive year, our Company has received the Financial World Merit Award for distinguished achievement in annual reporting and in recognition of the excellence of its 1959 Annual Report to the Shareholders.

The report, which was selected on the basis of content, design and typography from among 5,000 annual reports reviewed in the 20th Annual Report Survey conducted during 1960, was mailed to the Company's 17,000 shareholders and to all Company employees. The report is also sent to financial and security analysts to serve as a valued reference for analysts serving brokerage firms, banks and other institutions, who must continually keep employed huge sums of money entrusted to pension and insurance funds.



THRIFT PLAN INVESTMENTS

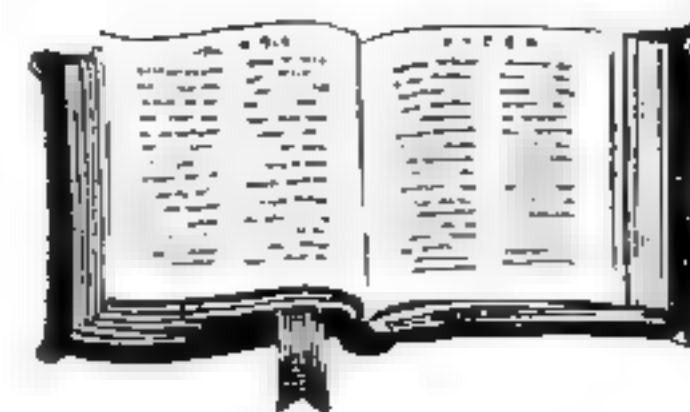
Purchases of Gulf States Utilities Company stock made by the Trustee during August covering employee deductions and Company contributions through July were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
\$4.40 Preferred	118	10,653.50	90.2838983
Common	1384	\$49,863.65	\$36.02864885

The Trustee deposited \$18,458.25 with the Savings Department of The First National Bank.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

THE Bible's influence upon private and public life can hardly be overrated. Occupying a place of supreme authority, it became the influence for the whole cultural life of nations.

It was through the translation of the Bible that a literary language was created in many countries which had had no true literature. Biblical manuscripts were a major stimulus in the field of art and painting in the Middle Ages, just as Biblical scenes in mystery plays were some of the original forms from which the theatre evolved.

Bible stories have been made into some of the finest movies, "The Ten Commandments" is one in point.

Back of the Bible lie fascinating stories. Stories of the people who wrote it. They were human beings like ourselves, with their dreams, their hopes and their fears. But more than that they were noble and heroic people whose supreme aim was to help others, by bringing to them the glad tidings of God. First, they sought to accomplish this aim through personal contact and teaching, and then through writing as a secondary method.

Each book in the Bible was written for a definite purpose; and the great attraction of the Bible lies in its capability to answer some of the questions man has been asking since time immemorial. Who is God? How was the world created? What is the meaning of life? How was man created? How can he find God? What is wrong? What is right?

Almost every phase of life and thought is dealt with, and every form of literature is included in the pages of our Bible.

Probably nowhere as clearly as among the Anglo-Saxon people, who faithfully adhered to the habit of daily Bible reading, can the influence be noticed that the Bible had upon national character.

The punishment that the wise suffer who refuse to take part in government is to live under the government of lesser men. Plato



But Who Is The Star Of Our Program ?

UNLIKE some Hollywood starlets, it takes more than mere physical endowments for an area to become a star in the business world.

Natural resources are important, of course. An area blessed with deep water transportation to all the world's markets, abundant oil, natural gas, sulphur, salt, timber, shell and mild climate, is well on its way to stardom.

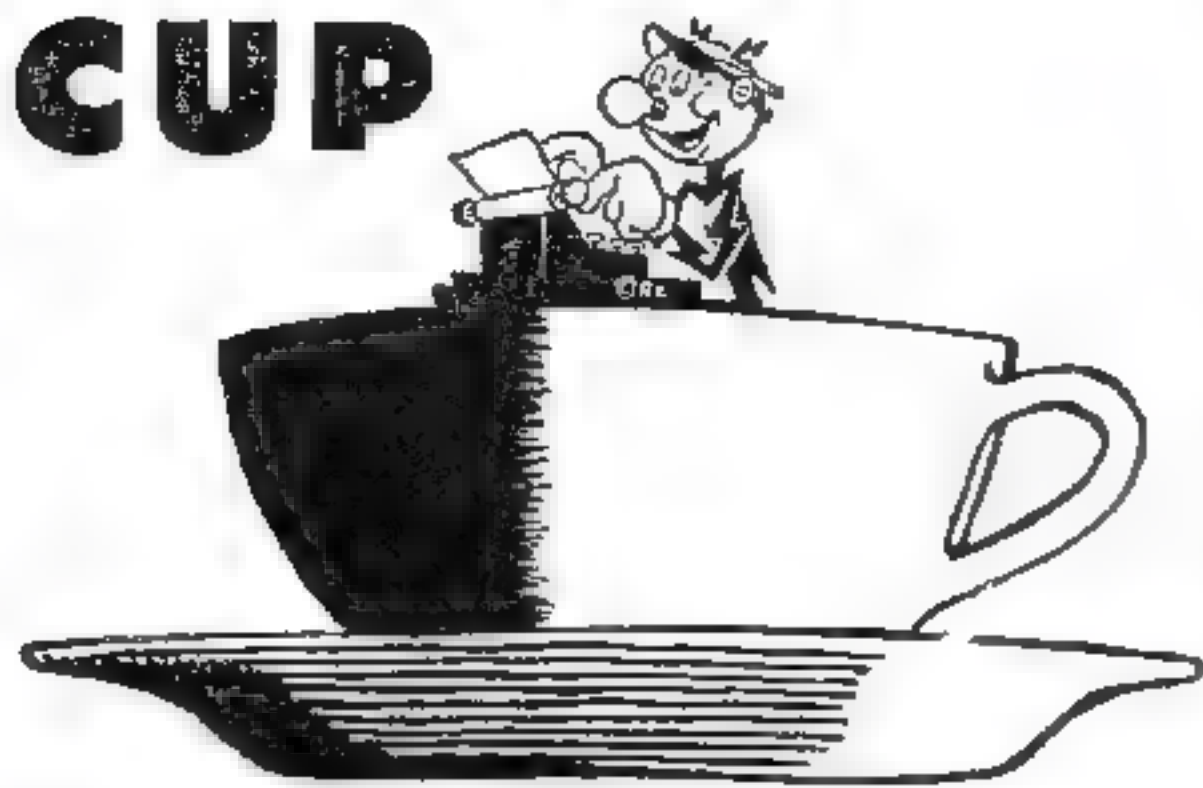
But it takes more than that. It takes people with faith in the area, plus the initiative and energy to

work with others, to keep the area growing.

Fortunately there are lots of people like that in the Gulf Coast area of Louisiana and Texas we serve. Good examples are the many industrial neighbors of ours who advertise the area as a good place for other industries to settle.

Our Company is a member of the area's welcoming committee, and pictured above are some samples of how we spread the good word about the star of our story — the Golden Gulf Coast.

over the COFFEE CUP



THE 18th Floor of the General Office Building seemed quieter this past month because of the number of people on vacation. **Dora Brockett**, Production Department, and her husband, **Wayne**, vacationed with Mr. and Mrs. Warner Williams at Mayan Dude Ranch in Bandera, Texas. Touring Central and West Texas were Mr. and Mrs. **Henry Klutz** and family. Mr. Klutz is in the Production Department.

Ava Lee Wright, Beaumont Operations Department, and her mother traveled to Zion, Arkansas, where they visited relatives. Mr. and Mrs. **H. C. Davidson** left Beaumont on August 8 and traveled to Nacogdoches, Texas, where they visited relatives. From Nacogdoches, they went to Ridgecrest, North Carolina, where Mrs. Davidson



HAPPY BIRTHDAY, BOSS. Jack Reich, production manager, Beaumont, was wished "many happy returns" at an informal party held on August 25 on the 18th Floor of the General Office Building. These ladies were among the many who dropped by for cake and coffee. Left to right, they are: Imogene Davis, Executive Department; Lola Martin, retired GSUer who has

been a faithful attendee at Mr. Reich's parties; George Hilliard, Sales Department; Grace Brooks, home service advisor; Naomi Haynes, Production Department; Gulah W. "Dude" Marshall, Records Management Department; Leonora O'Neal, home services director, and Helen Head, PBX operator. Mr. Reich's parties are popular annual events.

attended the South-Wide Women's Missionary Union Conference. The return trip took the Davidsons through the Smokies. Mr. Davidson is with the Construction-Budget Section.

On a GRAND TOUR OF DIXIE, Mr. and Mrs. **Kenneth Marshall** and family toured the states of Louisiana, Alabama, Florida, Georgia, South Carolina, North Carolina, and Tennessee. Among the interesting highlights of the trip were swimming in Panama City, Florida, and Charleston, South Carolina; seeing a tobacco auction in Waycross, Georgia; visiting friends in Society Hill, South Carolina; and viewing the beauty of the land from the mountains around Ashville, North Carolina, and Lookout Mountain Tennessee. Mrs. Marshall works in the Records Management Department.

Receiving their PHT degrees (Putting Hubby Through) this summer from Lamar Tech on August 27 were

Bobbie Arnold, whose husband, **O. Truman Arnold**, received a degree in General Business, and **Frances Linthicum** whose husband, **David B. Linthicum**, received a degree in Advertising Art.

August birthday congratulations went to 18th Floor employees **Peggie Stout** on the 15th; **Bobbie Arnold** on the 18th; and **Nora Ann Baldwin** on the 23rd—all in the Records Management Department; and to **J. A. Reich**, production manager, on the 25th.

—By *Frances Linthicum*
A welcome is extended this month to two new employees in the Customers Accounts Section, **Ginger Hopkins** and **Barbara Windham**. Ginger is the stenographer for Customer Accounts and Barbara works on the duplicate bill desk. We're glad to have you with us.

Those taking trips during their vacation time were: **Mildred Harris**



ZEROING IN. These three Beaumonters were among the many Company employees who spent their vacations this summer "Keeping America Strong". Serving with Beaumont's 33rd Rifle Company, USMCR, which underwent training in San Diego, California, last month, were Pfc **O. V. McNeil**, Neches Station; Sergeant **Gay Braud**, Tax and Insurance; and Captain **H. A. Campbell**, Advertising-Publicity.

Three Beaumonters "Vacation" With Uncle Sam in San Diego.

GUNG HO!

Three Beaumont Gulf Staters had a different style vacation in San Diego, California, last month. Their version of vacation was with pay and packs.

The threesome, all members of Beaumont's 33rd Rifle Company, Organized Marine Corps Reserve, are **H. A. Campbell**, artist in the Advertising-Publicity Department; **Gay Braud**, administrative assistant in the Tax and Insurance Department; and **O. V. McNeil**, operator's helper at Neches Station.

Their training at the Marine Corps Recruit Depot emphasized discipline, infantry tactics, and physical condition-

ing. They fired the M-1 rifle for qualification and were instructed in the use of other infantry weapons.

The highlight of the GSUer's summer tour was a field exercise at Camp Elliott with other reserve units which trained in Southern California. The exercise employed the use of helicopters to illustrate the Marines' stress on speed and mobility of its combat units.

In addition to their summer field training, the three GSU men meet with the 33rd Rifle Company on alternate Sundays at 780 South 4th Street, Beaumont.

who vacationed in Biloxi, Mississippi. She and several of her friends stayed at the Sun and Sands Motel. **Doug Olson** spent a week of his vacation in Dallas.

Several members of the Customers Accounts Section had a weekend beach party at Crystal Beach. Everyone had a good time in spite of the rain.

—By *Barbara Andrews*

A peculiar incident happened recently to **Dan Dumas**, a painter at Neches Station. Monday, August 8, was "Say Howdy to Dan Dumas Day" on the KPNG station in Port Neches-Groves. The following day while Dan was driving in Nederland he was hit by another automobile—none other than a disc jockey from KPNG.

—By *Bill Blanton*

GULF Staters **Van B. Hereford**, Statistical Department, and **William B. Reynolds**, Plant Accounting, were among the more than 1,600 entrants in the National Model Airplane Championships held July 25-31, at the Dallas Naval Air Station, Grand Prairie, Texas. Van won second place in the Hand Launched Glider Division with an entry of his own design. This was Bill and Van's first appearance at the "World Series" of model airplane flying.

Also competing in various events and winner of a third place in the Class C. Speed Division was **Richard E. Collier**, husband of **Mary Lou Collier**, Sales Department. He also tied for third place in the Proto and Jet Speed Divisions.

OFF for a week long vacation in Georgia last month were the **V. B. Hereford, Jr.'s**. They traveled in style—in their new Chevrolet. By the way—Van, an accountant in the Statistical Department provides us with this true story:

One Saturday morning he reluctantly agreed to hang out his baby son's diapers. As he was doing so his next door neighbor stuck his head out the window and began to abuse Van in no uncertain terms, calling him henpecked a traitor, etc. When Van asked what was wrong, the angry one replied that now his wife would expect him to hang out the clothes. Suddenly he ducked back into the house and the sound of scrambling feet and running water could be heard. In a minute he was back. "Now see what you've done," the neighbor cried. "You made me let my dishwasher run over."

Stenographic supervisor, **Grace Spivey**, is back on the job after spending a week in Colorado. She said she took a peek at Pike's Peak.



UP A POLE. Bob Montgomery, Beaumont Advertising Department writer, will go to any lengths—heights—to get a picture. This picture was shot by Bill Richard, industrial engineer for the Navasota Division, as Bob climbed a pole to get a shot of a Conroe industrial site.

Joseph (McTavish) Fontana, Statistical Department, talked himself into buying a new Chevrolet (it's a beauty), thereby placing several thousand dollars back in circulation.

—By *Ward C. McCurtain*

(Editor's Note: There is no truth to the rumor that Mr. McCurtain receives "payola" from General Motors.)

FRANCES FUCHS, home service advisor, took a conducted tour to the Pacific Northwest and to Canada where she visited Glacier Park, Victoria and Vancouver, British Columbia. She also visited Lake Louise, Banff, and Alberta. Everything was beautiful about the trip and Mrs. Fuchs recommends that everyone should make the trip.

Thelma Carson, home service advisor, enjoyed a two weeks visit in Denver,

Colorado, with her family.

Grace Brooks, home service advisor, wishes to thank all of the girls who attended the cooking school she presented this summer for their enthusiasm and response. She said she never had a finer group of girls.

Mrs. Brooks enjoyed a weekend last month when her daughter, **Mrs. Marie Mary**, and children came over from Houston.

Flo, Larry and Jackie Wenzell enjoyed a week camp out at Garner State Park at Uvalde, Texas. They were accompanied by the T. R. Grohn family. Can you imagine Flo hiking, cooking outside and really "living in the rough"?

H. C. "Pappy" Sandefer, residential sales representative, and his wife accompanied their daughter, **Glenda Kay**, to Waco, where she registered as a freshman at Baylor University.

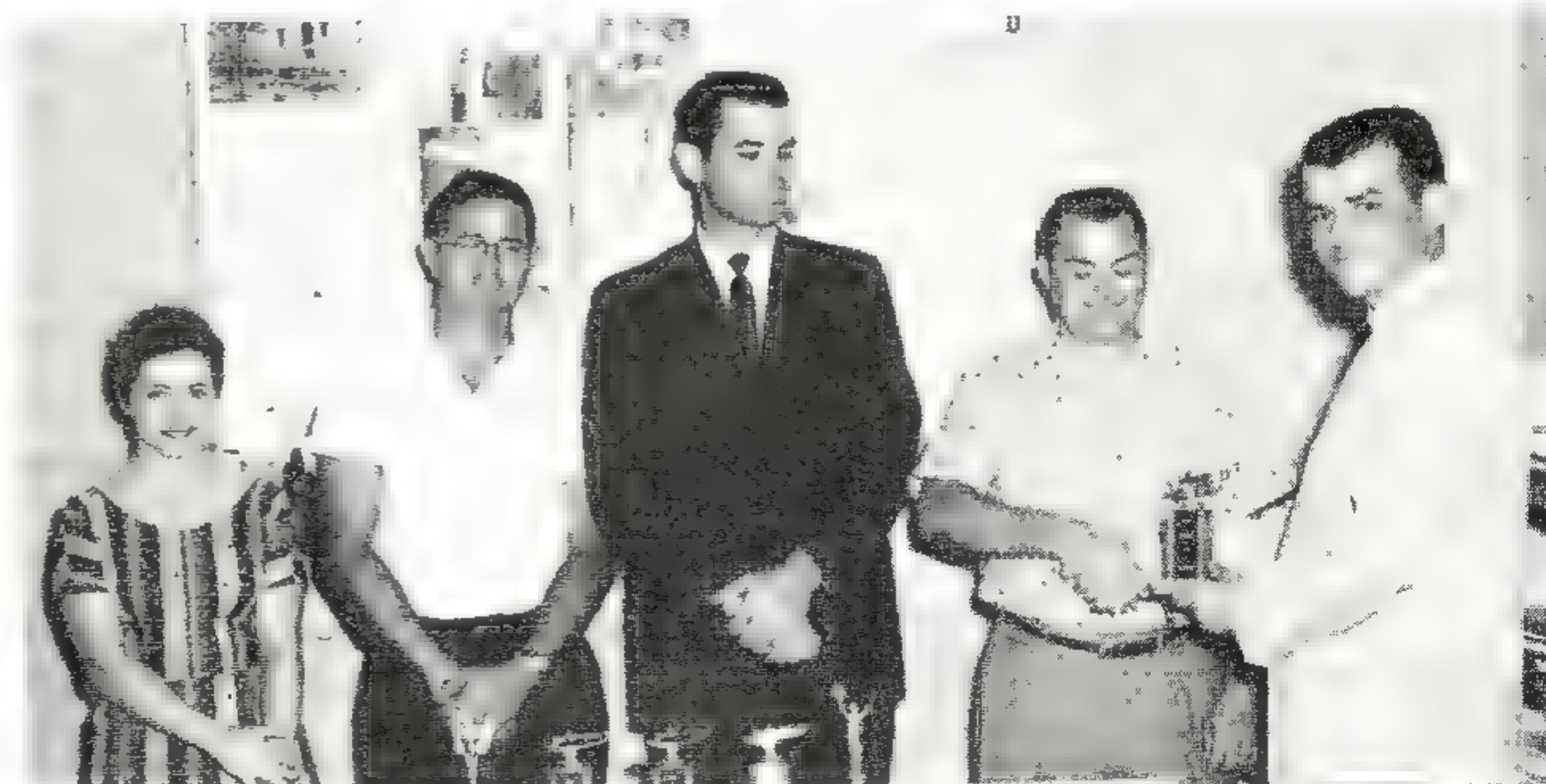
W. A. Thomson, supervisor of industrial and commercial sales, reports that he bought a new golf umbrella because of the many complaints he has been getting from **Jack Shirey**, safety and training manager. It seems that Mr. Shirey has been having to share his umbrella with Mr. Thomson during the misty moments on the golf course.

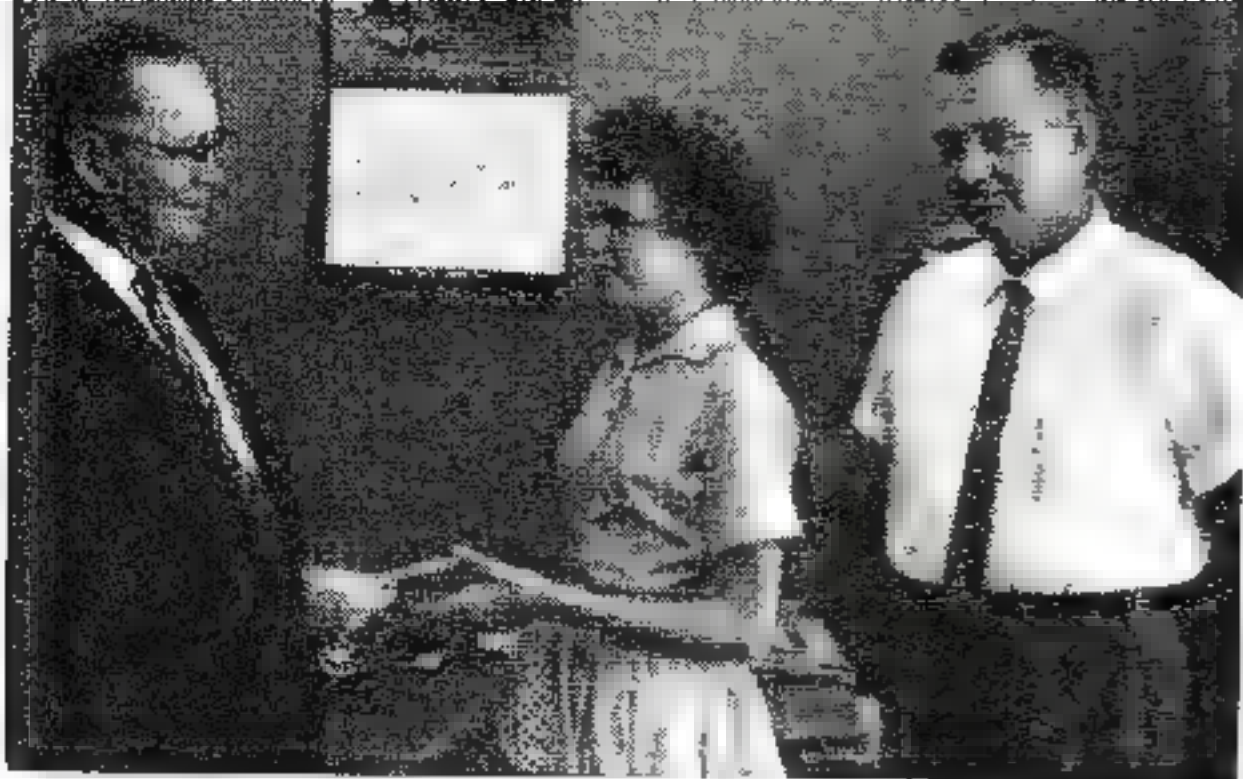
A. B. Wilson, Beaumont district superintendent, attended Georgia Tech during the month of August. According to his letters, he had to study hard to make the grade. We in his department were glad to see him back on the job in September. Mr. Wilson's son, Arthur, drove to Columbus, Georgia, to pick him up and drive him back to Texas.

—By *Dorothy Gaus*

DONALD CAMPBELL BEWARE! Although no world speed records were set, there were thrills aplenty at the Livewires Club's annual picnic boat races last month. **Claude Mitcham**, husband of **Dona Mitcham**, IBM Tabulating, Beaumont, happily accepts congratulations for his victory from **Don Clawson**, Livewires Club president. Other winners in the boat races were,

left to right: **Women's Pirou Race**, **Fay Blanton**, wife of **Bill Blanton**, Neches Station; **Classes E & F**, **Fritz Duhon**, Neches Station; and **Men's Pirou Race**, **Jim Dowies**, supervisor of credits and collections, Beaumont. The Powder Puff Derby was won by **Mrs. Fritz Duhon**, not pictured. Some 500 members attended the annual affair and enjoyed a fun-filled day.





CONTEST WINNER. H. J. Sutton, superintendent of Relay and Communications Department, presents a \$5 prize to Sandra Wier, for her winning poster, daughter of Thomas A. Wier, right, of the Beaumont Engineering Relay Section.



SPENDING MONEY. Donna Kaye Bourque, eight year old daughter of Mr. and Mrs. H. J. Bourque, receives her \$5 award for a safety poster she entered in the Children's Safety Poster Contest. D. A. Spell, Lake Charles Garage foreman presents the prize to Donna, while her father, "Blackie", utilityman in the Garage Department, watches.



FOUR TIME WINNER. Paul Anawatty, son of Maurice Anawatty, Beaumont T&D Department, accepts his fourth \$5 prize for entering the Kiddie Kartoon Kontest from L. R. Jackson, general, substation foreman.

WINNING MONEY. Ellie Prejean, Neches Station, watches at his son, Roger Dale, receives his poster prize money from W. A. Whitten, superintendent, Neches Station.



ORANGE

AMONG the Orange August vacationers were "Chub" Dailey, Davie Carpenter, Mollie Mathews, John Pre-Jean and Terry Wilburn. All of these folks toured different cities in Texas, while Pat Evans enjoyed a trip to the Ozarks.

—By Reba Willey



A citation was presented to Alvin D. Long recognizing him as the outstanding soldier in Company D, Fifth Battalion 5th Training Regiment. There were 225 men in the group from which Alvin was selected for this honor. Al was employed in the System Survey Group in Baton Rouge before entering military service on June 7. He is now stationed at Fort Jackson, South Carolina. Last month he spent two weeks leave in Baton Rouge following the completion of his eight weeks of basic training. He returned to South Carolina on September 2 for further training.



Al Long

—By Margie Force

ON Friday, August 12, Patsy Hood, a departmental clerk at Louisiana Station and PLAIN TALKS reporter, resigned after six and a half years to become a full time housewife and a future mother. A baby bed was given to Patsy and through a tear drop or two all she could say was "Thank yawl!" John Hood, the proud husband, who is in the Maintenance Section at Louisiana Station said, "My only regret is that my wife is retiring today instead of me."

Attending the fire fighting school conducted at Texas A&M College recently was George Anderson. At the school he was instructed in first aid, fire fighting techniques and the use of all the latest equipment.

The Ramey Kirkwood family spent their vacation in Florida. Also enjoying their vacations were Marvin Vincent and R. J. Furlow.

Joining the "New Home Owners Brigade" last month was the family of T. J. Hebert. They now live at 712

Dabney Drive, Denham Springs.

We want to welcome **Judy Tucker** and **John Murray**, both new employees. Judy is a departmental clerk and is from Hammond, Louisiana. She graduated from Southeastern High and attended Southeastern Louisiana College and Louisiana State University. John, who is employed in the Operations Section, is a native of Denham Springs, where he lives with his wife and son.

Our summer employees will be going back to school this month. They are **J. L. Parker** and **J. P. Hornsby**. We enjoyed having them at Louisiana Station this summer. Good luck to both of you, as you continue your studies at LSU this fall.

Your new PLAIN TALKS reporter at Louisiana Station is **Gayle Miller**, departmental clerk. Be sure to contact me whenever you have anything that you think will make a good story for PLAIN TALKS.

—By Gayle Miller



MERLE STINE, brother of Charlene Harper, Lake Charles Storeroom was injured in a serious auto accident in August. He has required several pints of blood during his hospitalization. Answering the call for donors were the following Gulf Staters: **Fred Watson**, **Glen Carpenter**, **Kenneth Bono**, **Sonny Horstmann**, **David Dominique**, **Willie Duhon**, **Don Conner**, and **John Conley**.



Want a voice in the people's choice?

DON'T PASS THE BUCK—

VOTE!

During August **J. R. Laughlin**, **Lloyd Clements**, and **Frank Hazmuka** of the Engineering Department spent their vacations visiting relatives in Texas and Louisiana.

—By *Mary Ann Dowies*

THE Lake Charles Substation Department crew had a very busy time when severe lightening storms hit the Lake Charles area during the week of August 7. Heavy damage was caused when severe lightening storms hit the West Lake Sub, were struck.

George L. Trahan spent a few days in the Lake Charles Memorial Hospital after undergoing an appendectomy. He's now at home and doing well. We all hope George will soon be back to work after a speedy recovery. Also out because of illness the last part of August was **Charles Reifsnider**, but he is now back at work.

Ed Duhon reported back to work August 22 after a very enjoyable three week vacation. Most of his time was spent working at home, although he did take time off to go out riding in his new boat.

MONA FAYE CARROLL is a new employee in the Lake Charles Storeroom. Mona came to work for the Company in July as a clerk. She is a native of Sulphur, Louisiana, and is a graduate of Sulphur High School. Miss Carroll also attended McNeese State College in Lake Charles before coming to work. We hope she will enjoy her work and will stay with us a long time.



Mona Carroll

Theodore Matte, of the Lake Charles Storeroom, was hospitalized on July 29 for a few days. He has now returned to work. We are glad to see him back and doing fine.

—By *Earline Stratton*

MOST of the Lake Charles Dispatchers have taken at least one week of their vacations so far this summer. These are **Bob Wiggins**, **Clyde Ingalls**, **H. J. LeBlue**, **Columbus Hanks**, **Ray Grigsby** and **C. E. Torrans**. Mr. Grigsby was the only one to leave town. He and his family spent several days sight-seeing in New Orleans.

TALK about fisherman's luck! This group had it! The **Granaus**, **Orys**, **Sniders**, **Hodges**, **"Jelly" Gilmore**, **Phillip LeDoux**, **Virgil Fuselier**, **Malcolm Williams**, all Gulf Staters, and

Mr. and Mrs. Doyle Donnell and Mr. and Mrs. Gerald Wright made up the party. After planning for a month to take a deep sea fishing trip they only got out four miles and they had to turn back because of rough seas. We hear through the grapevine they will try again October 1. We hope they will have smooth sailing and catch lots of fish.

Jack Bass has just returned from a vacation and fishing trip to Arkansas. Fishing was fine and the scenery was beautiful. **May Thomson** also vacationed last month. She visited her brother, **Quentin** and family, in Tucson, Arizona. **Bobby Fletcher**, Credit Department, and her husband, **Bill**, just returned from a vacation through the states of Colorado, Nebraska, and Arkansas.

—By *Pearl Cole*

Mr. Ingalls took time while he was on vacation to move into a new three bedroom, two bath home on Weaver Road in South Lake Charles.

Mr. Hanks wife, **Wilda**, entered the hospital for minor surgery on August 19. She is now at home recovering and doing fine.

—By *Bob Wiggins*

T. R. FOX, of the Lake Charles Line Department, was injured last month when he fell about 25 feet from a pole. He is in Lake Charles Memorial Hospital with back injuries. We wish him a speedy recovery.

The engagement of Miss **Thelma Leah Hook** to **Glyn A. Howell** of the Lake Charles T&D Line Department, was recently announced. The wedding is planned for October 21.

J. F. Stewart was off for a few weeks due to an operation but is now back on the job.

G. P. "Parks" Handley and his wife, **Nevelyn**, and their two children, **Betsy** and **Gerald**, spent a few days of their vacation relaxing on the beach at Galveston. "Parks" is a utility man in the Lake Charles T&D Line Department. Also on vacation during August were **J. P. Trouard**, **L. J. Frederick**, **D. R. Tyler**, **C. N. Hall**, **E. F. Heard**, **J. C. Doucett**, **D. H. Orrell**, **B. J. Broussard**, **K. C. Howell**, **L. N. Saltzman**, **Leo Castete**, **A. C. Doucett**, **W. J. Keller**, and **Dock Smith**.

—By *Marjorie Leone*

HUNTSVILLE

Mr. and Mrs. **R. T. Wright** and daughter, **Mrs. Robert Werner**, visited recently in the home of Mr. and Mrs. **Ralph Rix** and family in New Orleans, Louisiana. Mrs. Rix is a daughter of Mr. and Mrs. Wright. **Lynn Werner**, who had preceded their visit by train, and **Nancy Rix**, grand-daughters of



POSTER PRIZE. Nelda Williams, daughter of J. T. Williams, Beaumont, T&D Department, accepts her \$5 prize money from G. B. Oglesbee, general line foreman, Beaumont.



AT SEA. S. N. Hotard, son of J. G. Hotard, general substation foreman in Baton Rouge, is stationed aboard the USS Forrester. When this picture was taken the ship was cruising somewhere in the Mediterranean Sea.

SNOW IN MAY. But not in Jennings, Louisiana. **M. E. Dennis**, retired district superintendent, Jennings, paused by this snow drift above Monarch Pass west of Pueblo, Colorado, while he and his wife were on vacation.



the Wrights made the return trip to Huntsville with their grandparents, where Nancy visited in the homes of Mr. and Mrs. Wright and Mr. and Mrs. Werner. Mr. Wright is district superintendent of the Huntsville District.

—By Dorothy Stanford

LAFAYETTE

ON August 13, Miss Jackie Wiltz, daughter of Mr. and Mrs. Bernard Wiltz, and Don Gonsoulin, appliance repairman in Lafayette, were married in St. Genevieve Catholic Church in Lafayette. The newlyweds are now residing in Lafayette.

We welcomed a new employee last month, Joseph Gresko, who hails from Vintondale, Pennsylvania. Joe is a helper in the Line Crew. Welcome to GSU, Joe!

Many Lafayette employees enjoyed their vacation in August. Among those staying close to home were: Luther Gallet, Rufus Mier, Bernard Wiltz, Claude Patin, Honore Miller, Gilbert Broussard, Ralph Broussard, E. D. Desormeaux, Freddy LeBlanc, Janette Murphy, Wilson Meaux, Douglas Provost, Edwin Judice, and Joseph Gallet.

Harold Beaugh and family spent several days sunning and swimming in Florida. Charlotte Guilbeaux visited friends in Houston and Galveston, Texas.

Ann Hornberger visited friends in Mississippi for one week, then went on to San Antonio, Texas, for a stay with her parents. John Landry and family visited Galveston and Holly Beach for a few days. Cullen Rome and family spent two days at Holly Beach and the rest of his vacation at home.

We had a couple of employees on the sick list this past month. We wish them a speedy recovery and hope they are back on the job soon. Tom LaPoint, Engineering Department, underwent surgery August 17 and Edwin Judice has been off ill for some time.

—By Cynthia Trahan

PLAIN TALKS SYMPATHY TO

Whitney Trosclair, Lafayette T&D Department, on the death of his mother on August 25.

M. J. "Dude" Johnson, residential sales representative in Orange, on the death of his father on August 7.

Mary E. Blalock of the Beaumont Records Management Department on the death of her grandfather, John Blalock of Houston.



Mr. and Mrs. E. I. Truelock on the birth of a son, Carlton Glen, August 18. Mr. Truelock is a repairman at Neches Station. Carlton's grandfather, R. F. Clark, is an operating engineer at Neches Station.

Mr. and Mrs. Theodore Matte on the birth of their son, Kevin, July 29. Kevin is the Matte's first child. Mr. Matte is employed in the Lake Charles Line Department.

Mr. and Mrs. Bob Wiggins on the birth of their third son, Ernest Clifford, on August 12. Mr. Wiggins is employed in the Lake Charles Dispatcher's Office.

Mr. and Mrs. H. J. LeBlue on the birth of their first daughter, Carol Gay. Mr. LeBlue is employed in the Lake Charles Dispatcher's Office.

Mr. and Mrs. O. L. Romero on the birth of a son, Karl Bert, on June 30. The Romero's have two older sons. Mr. Romero is a substation operator in Lafayette.

Mr. and Mrs. Lester Lalonde, on the birth of their second son, Jay Farrell, on July 15. The Lalonde's have one older son. Mr. Lalonde is a shop and field tester in the Lafayette Meter Department.

Mr. and Mrs. Corbett A. LeBlanc on the birth of their daughter, Sonia Maria, on July 22. The LeBlanc's have two older daughters. Mr. LeBlanc is assistant storekeeper in Lafayette.

gulf staters in the news

J. M. Stokes, claim director, Beaumont, was selected as one of the 134 participants in the 38th session of the Advanced Management Program at the Harvard Business School. Mr. Stokes is attending the program from September 12 through December 9.



TRYING TO KEEP COOL. Cory Rae Alcala, 20 month old son of Mr. and Mrs. Charles Alcala, is ready to test out the family swimming pool. Barbara Alcala is a local office clerk in the Huntsville office.

GROWING with Gulf Staters



RODEO BOUND. Getting ready for the annual Prison Rodeo held during October in Huntsville, are Vickie Lynn, 4, and Nannette, 6, daughters of Mr. and Mrs. Carol Joe Heaton. Mr. Heaton is lineman in the Huntsville T&D Department.

In 1939

when

Jimmy Geen

was

one year

old . . .

ELECTRICITY WAS THE BIGGEST BARGAIN IN THE BUDGET...

J. M. "Pinky" Geen's son, James, will be 21 years old next November. "Pinky", you know, is in the Beaumont Engineering Department.

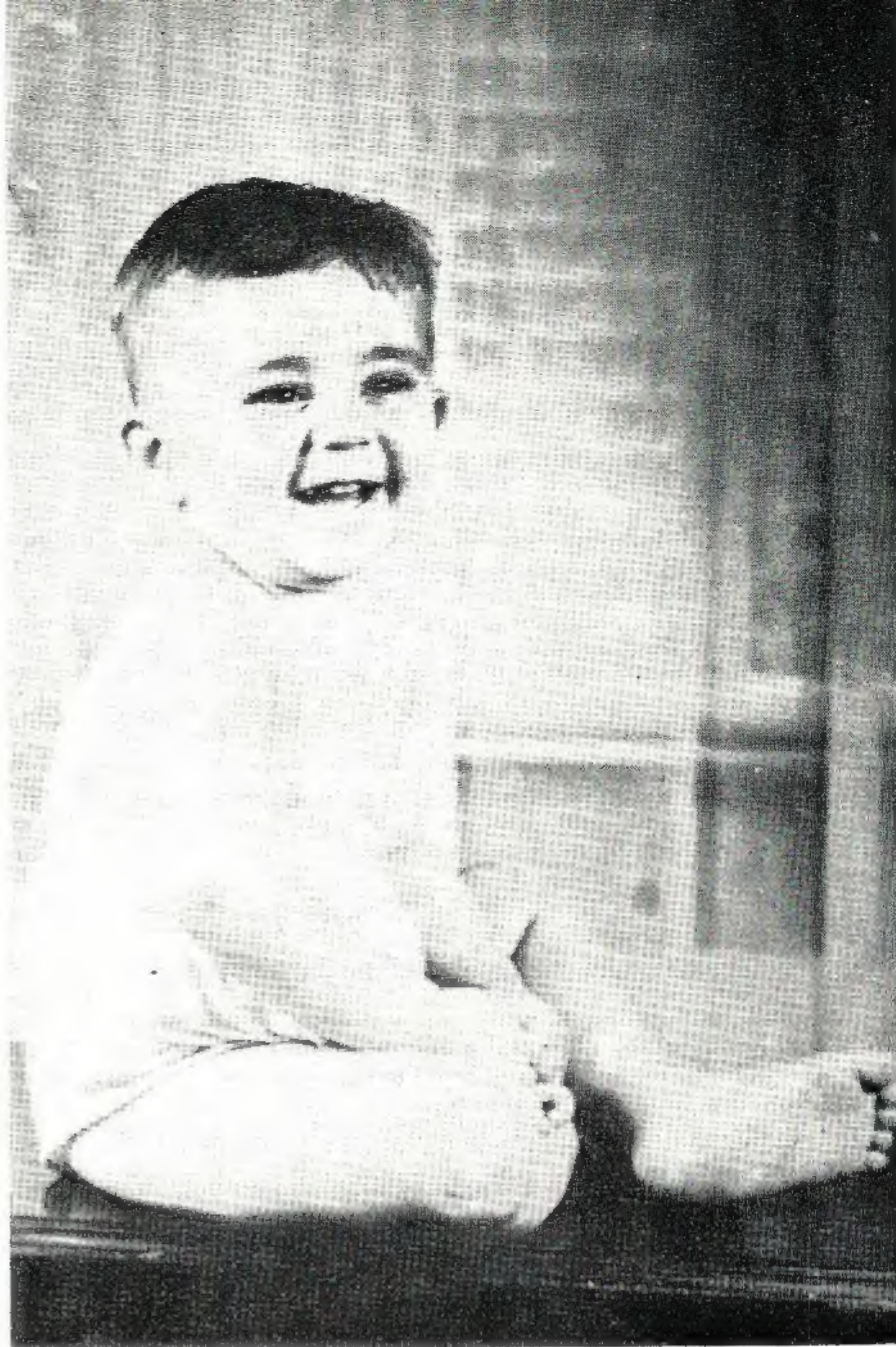
In 1939, the year Jimmy was born, the world was about as restless as it is today. Adolf Hitler had invaded Poland, igniting World War II.

But most Americans were content. They weren't involved in the conflict yet. The 1939 dollar was worth 100 cents. Employment was up, thanks to military production. And, the average price per kilowatthour of electricity used by our residential customers had been reduced from 9¢ in 1929 to 4¢ in 1939! This represented a decline in rates which was $2\frac{1}{2}$ times as fast as the national average.

Today, 21 years later, the downward trend in the price of our service continues. As the year began, the average annual revenue per kilowatthour sold residential customers had dipped to 2.7¢.

Young Jim's family, if it's average, will use almost four times as much electricity as his dad's did in 1939, at about half the cost per kilowatthour.

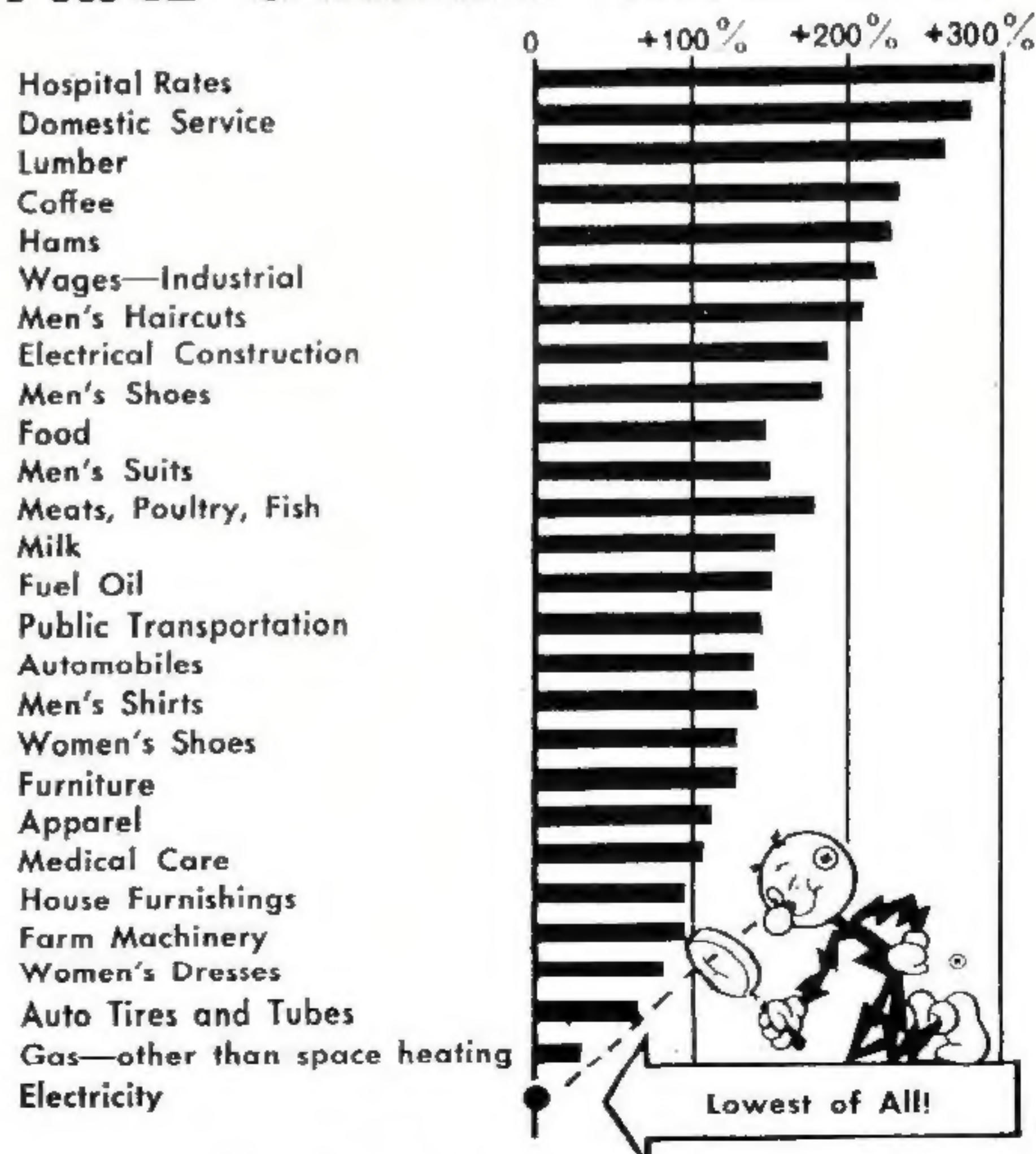
What other product that you can think of can say this? Electricity today continues to be the **BIGGEST BARGAIN** in the family budget.



And It Still Is Today!

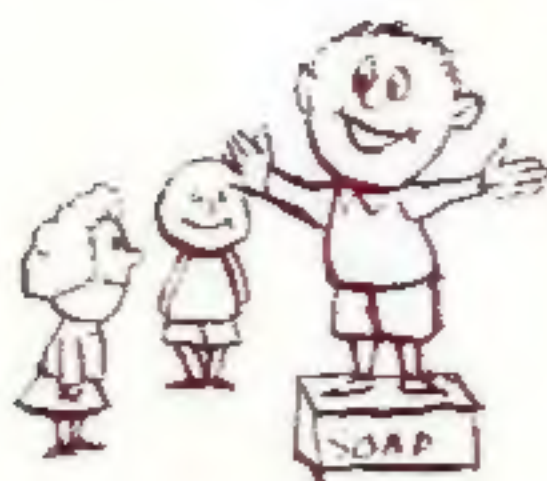
**CHECK THIS CHART
FOR YOUR BIGGEST BARGAIN**

PRICE CHANGES SINCE 1939



Based on U. S. Dept. of Labor, Bureau of Labor Statistics
Latest available figures.

WHAT'S EVERYONE TALKING ABOUT?



SOMETIMES our children are more familiar with community service agencies than we are. This isn't surprising since 54 per cent of every dollar raised by United Community Campaigns each year goes to support agencies serving children and youth.

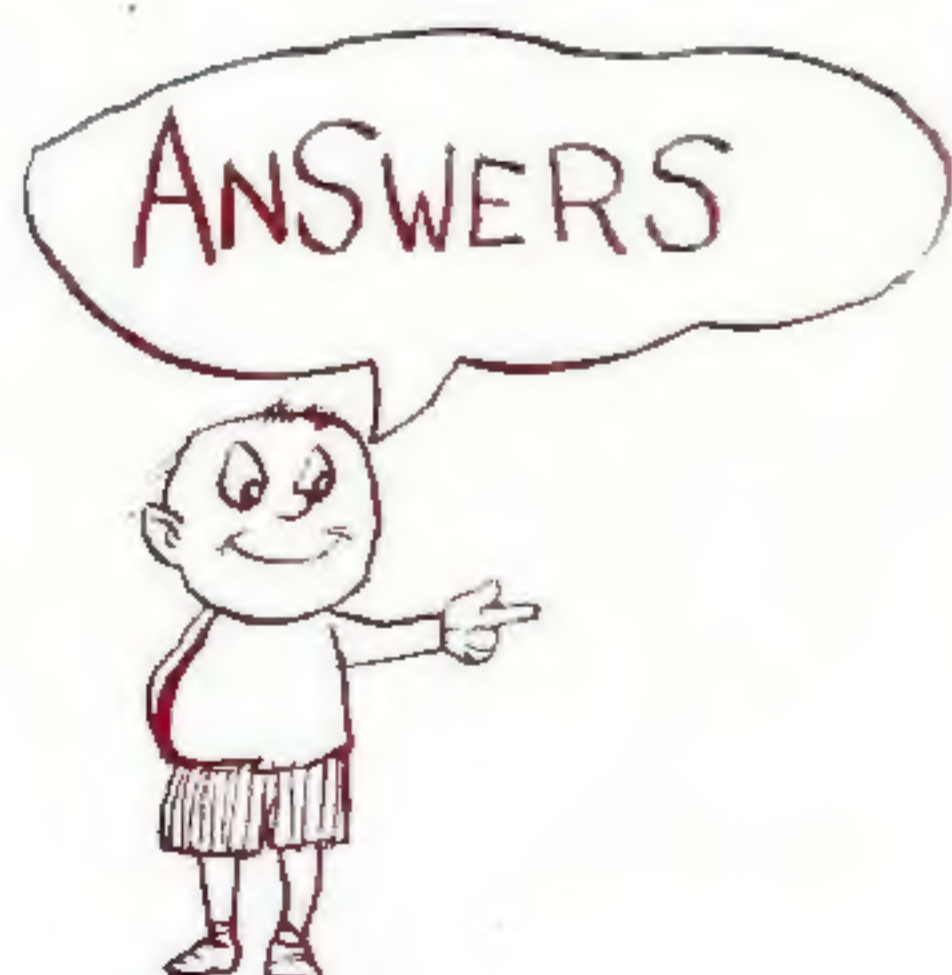
The following scraps of conversation describe local health, welfare and re-

creational agencies known to us all. Can you identify which one each child is referring to?

If you can, you know exactly where your annual United Way dollar goes . . . to these and many, many more essential voluntary agencies which help make our communities better places in which to live.



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| 1) "Mother, I've been weighing and measuring babies all afternoon." | () USO |
| 2) "When I got lost at the airport, they put me on the right plane." | () Salvation Army |
| 3) "Did you see their booklet on the decade of disaster?" | () Girl Scouts - Boy Scouts |
| 4) "I'm going to take them all these books to give the Shut-ins." | () Day Care Center |
| 5) "That's where I learned to tie a clovehitch." | () Travelers Aid |
| 6) "My grandma serves coffee at the club for jet pilots." | () Family Service Association |
| 7) "Is Miss Smith coming today? I want her to see how well I can walk." | () Red Cross |
| 8) "I told that head shrinker I hate school, hate it, hate it." | () YMCA or YWCA |
| 9) "Next year I'm going to join the Horizons Club." | () Visiting Nurse Association |
| 10) "Dad and I swim there every Tuesday. I beat him the length of the pool." | () United Fund or Community Chest |
| 11) "My cousin leaves her baby there while she goes to work." | () Camp Fire Girls |
| 12) "They raise money for all these agencies once a year." | () Well Baby Clinics |



1. Well Baby Clinic. 2. Travelers Aid.
3. Red Cross. 4. Salvation Army.
5. Girl Scouts-Boy Scouts. 6. USO.
7. Visiting Nurse Association. 8. Family
Service Association. 9. Camp Fire
Girls. 10. YMCA or YWCA. 11. Day
Care Center. 12. United Fund or
Community Chest.

